



Opportunity Growth Sport Tourism in the Magetan Regency

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Abstract

Currently, sports are experiencing rapid development, evidenced by the increasing number of people participating in sports activities, especially in the field of sports tourism. The research method used is qualitative descriptive. The results of this study indicate that, based on data analysis, Telaga Sarangan has significant potential to be developed as a sports tourism destination. The types of sports with high potential in this area include hiking, jogging, and outbound activities. There are obstacles that need to be addressed, particularly regarding limited equipment and infrastructure conditions. In this context, understanding the role of sport tourism in supporting sustainable economic development and improving the quality of life for the community is essential. The conclusion of this research is that the growth opportunities for sport tourism in Magetan Regency at Telaga Sarangan has a strong potential to develop sports tourism and enhance the tourism sector in Magetan Regency.

Keywords : Sport tourism, physical education, and sport.

INTRODUCTION

Tourism is one of the strategic sectors that has a significant impact on economic, social, and environmental development in various regions (Nizar & Rakhmawati, 2020; Rakhmawati & Nizar, 2024). In the effort to achieve sustainable development, Sustainable Development Goals (SDGs) become main guidelines to reach balance between economic growth, social empowerment, and environmental protection (Ahmad, 2019). Lake Area Sarangan, with its beautiful nature and tourism potential that it has, becomes a subject of relevant research. To understand the role of government in managing sustainable tourism programs to support the achievement of SDGs (Kusuma et al., 2021). The local government has already started to promote tourism in Lake Sarangan, however, the promotion is still not enough effective because the use of promotional media is still not yet effective (Kusuma et al., 2021).

Sports are in a very good direction, as shown by the number of people who do sports activities for achievement, health, and recreation (S. Hidayat et al., 2021). (Murtono et al., 2024) to say from the research result that the urgency of sports tourism can be seen from its impact on the economy. Growth of sports tourism in Indonesia is among the fastest

growing, with improvement by 6% per year or around \$600 billion every the year (Luwatin et al., 2019).

Sports tourism is sector important role in push development industry sport as well as increase empowerment society in Indonesia. With riches culture and beauty nature owned, sector This capable merge activity sport with Power pull interesting tour (Qomara et al., 2024).

The community is very play a role important in development activity tourist development of sports tourism can increase experience positive for visitors and create impact sustainable economy (Hidayat et al., 2023). Participation active in activity This No only make quality life more good, but also promote style life healthy among public local (González-garcía et al., 2022).(Fadjarajani et al., 2021) to say that development tourist somewhere area will increase activity positive in development tourism that is male if managed with correct and managed procedures with thorough planning customized with need each area is interesting For visited so that develop become destination tour (Prof. Dr. I Gusti Bagus Arjana, 2015).

Soniya Maslivah et al., 2021) explain that sport tourism activities involving public For do visit to the place certain with various needs with utilise facility existing sports as well as support welfare economic and social that can enjoyed in a way evenly distributed by the community local (Satriawan et al., 2023). Tourist sport is fusion between sports and tourism, which is now Already growing and continuing experience improvement tourists.(Tomik et al., 2014) Tourist sport refers to the activity purposeful journey For participate in activity sports, good as participant and also competitors.

Quite a development interesting is the more growth of the lake area nest that offers various aspect from aspect beauty and sport recreation. (<https://kumparan.com>). Tour sport covers all experience gained through participation, training, or just witness activity sport as entertainment, which involves journey from place stay or place Work (Nopiyanto et al., 2021). Regency Magetan have tourist proper sport under consideration For developed one of them is outbound, hiking and sports water. (Rakhmawati & Nizar, 2024). lake The Nest own very spacious location become destination interesting tourism interest traveler local and international.

Activity *sport tourism* in the lake nest follow as well as in activity promotion For develop tourism in the Regency Magetan. Situation This open opportunity big economy for community local, allows improvement income, creation field work, and strengthening identity culture local (D. Hidayat et al., 2023). However, the development *Sport tourism* in Indonesia is also facing various challenge like limitations infrastructure, lack of promotion,

as well as lack of participation public in planning and management of sports events, can become obstacle for growth sector This (Julianti P et al., 2023). Based on the discussion above, can concluded that *sports tourism* own great potential as the mover main industry sports in Indonesia, with impact significant positive to empowerment public local.

METHOD

Study This including in type study descriptive qualitative, Sugiyono (2016) dalam (Wulan Dari et al., 2022), method descriptive qualitative is approach research based on philosophy postpositivism, which is used For to study a phenomenon in condition natural. Qualitative No shaped the numbers, but observed in form of spoken words (Arsyad et al., 2023).

In context study this, approach the used For to reveal potential development Tourist Sports (Sport Tourism) in the Regency Magetan.(Wulan Dari et al., 2022) subject study is attributes, characteristics, or the value attached to the individual, as well the requested parties give information about a fact or opinion related research conducted (Nopiyanto et al., 2021). In study this, the subject involved covering manager area tour Lake Sarangan in Magetan, the government village local, as well as tourists.

Data collection techniques in study This use method combination as explained by (Nurzula Yenti Basyaruddin, 2020), which includes interviews, observations, documentation, and questionnaires. Interviews done with manager area tour Lake The Nest For to obtain information direct related management and development tour sports in the area said. Observation done in a way directly on site study For observe available facilities as well as infrastructure Supporting. Documentation techniques used For identify facility tour existing sports as well as policies implemented in development tourist sports. While that, questionnaire used as method data collection with spread a number of question written to respondents, consisting of from tourists and society around Lake The nest.

Data analysis in study This use method evaluation based on analysis qualitative.(Sukardi & Ismail, 2014) explain that in data analysis is available a number of stages main, namely :

- a. Data Reduction, Reduction Process covers simplification, selection aspect main, identification patterns, and elimination of irrelevant data. relevant.
- b. Data Presentation, Qualitative data that has been collected can served in various form, such as description short, chart, relationship between category, or flowchart for make it easier analysis more carry on.

- c. Drawing Conclusions and Verifying Initial Conclusions Obtained nature temporary and can experience change along with existence evidence newly discovered during the next data collection process.

RESULTS AND DISCUSSION

Results of interviews involving stakeholders at the location lake Sarangan on 09-19 February 2025 was delivered as following :

Table. 1. Interview Grid

No	Question	Indicator
1	Development tourist sports in the lake nest like What ?	Development Tourist Sports at the Lake nest Already There is However Still lack of interest public For exercising in the area lake nest.
2	Potential tourist sports in the lake nest like What ?	Potential Tourist Sports in the lake nest own very good potential
4	Location in the lake nest whether suitable For to develop potential tourist sport ?	Lake nest own very cool and suitable conditions For become pioneer tourist sports in the Regency Magetan.
5	What is it all tourist sports in the lake nest ?	Hiking, jogging, outbound and sports recreation
6	How much Lots visitors who have to lake nest ?	2024 lake year the sarangan is very crowded which is usually happened on the day Friday, Saturday and Sunday
7	How is it? maintenance facility For tourist sport ?	Not yet available maintenance special For facility means infrastructure tourist sports in the lake nest

Observation

Done observation object with criteria presentation observation as following :

Table 2. Criteria Percentage Observation

Criteria Percentage	Information
81% - 100%	ST (Very High)
61% - 80%	T (Height)
41% - 60%	S (Medium)
21% - 40%	R (Low)
0% - 20%	SR (Very Low)

Based on results observation obtained data taken on February 12, 2025 with produce some indicator with mark average overall question is 60% and including in criteria currently under research conducted. Observation results as as follows :

Table 3. Summary of Observation Results

No	Indicator	%	Criteria
1	Manager Development Tourist Sports at the Lake The Nest	44.44%	Currently
2	Availability of supporting facilities and infrastructure	77.67%	Tall
3	Tourist sports, tourists and society	90.00%	Tall
	Average	70.70%	Tall

Indicator Manager Development Tourist Sports at the Lake The Nest get value 44.44% in category in progress, thing This because of management development tourist sports in the lake nest Already there is adequate facilities For tourist hiking, outbound, jogging sports. Siswanto, 2005 said that management is systematic activity each other in order to achieve expected goals.

Availability of supporting facilities and infrastructure activity tourist sports in the lake nest enter in Very good category (77.67%). Hiking, outbound, jogging sports are facilitated very well with existence development of a hiking and jogging area that circles determined nest and a very representative outbound arena For activity sport recreation. lake saranga also provides facility Supporter others that is availability bathroom, mosque, house eat, hotel, place parking as well as facility support others.

Tourist Sports, Tourists and the Community get value of 90.00%. due to Power pull lake nest For activity tourist very good and nice sport, location geographical tourism in the lake nest very much strategic because of located on the mountain Lawu East Java. Location gographics tourist is A a study that analyzes and describes as phenomenon elements environment fiscal and phenomena element environment human and social its culture own beauty, uniqueness and values that have Power pull For visited so that develop become destination tour (Prof. Dr. I Gusti Bagus Arjana, 2015). Enthusiastic public Magetan and surrounding areas very much tall For support field tourism in the Regency Magetan.

Development tourist sports in the district Magetan in the future will give very good impact for public Because will give opportunity Work for public as well as give education about understanding about tourism. With existence understanding about tourist sports public can introduce tour the to traveler local and international.

From the description that the researcher describe results 3 point analysis question get average percentage by 70.70% entered in criteria height, thing This show that tourism (*Sport Tourism*) in the region lake nest Regency Magetan have competence For developed.

Documentation

The results of data collection from technique studies documentation on February 12, 2025 in study This related with potential tourist sports in the lake nest that is *Hiking*, *Jogging* and *Outbound*. Can seen in the table under This :



Figure 1. Results of Studies Documentation

Based on the image data above can known results from documentation facility means sports (Sport Tourism) at the lake nest categorized as very high that is *hiking*, *jogging*, *outbound*. Tourism facilities covers all facilities that support and facilitate smoothness activities. While Infrastructure tourist is resource nature and resources absolute human being required by visitors in his journey in the area objective tourism, such as roads, electricity, water, telecommunications, terminals, bridges and others.

Questionnaire

The questionnaire was distributed to Respondent consisting of 45 people from 25 respondents male, respondents 20 respondents the woman who was taken in a way random (*random*) visitors lake nest in the Regency Magetan.

Table 5. Criteria Percentage Questionnaire

Criteria Percentage	Information
81% - 100%	ST (Very High)
61% - 80%	T (Height)
41% - 60%	S (Medium)
21% - 40%	R (Low)
0% - 20%	SR (Very Low)

Based on results analysis sheet assessment, questions number 1 gets the average answer highest with value of 3.40, while the lowest average contained in the question number 19 with value 2.17. Standard deviation highest found in the question numbers 16 and 17, each of which has score 0.55. Question number 1, which has an average answer highest of 3.40 and a percentage of 85%, stating that Tourist sports in the lake the nest is very interesting for tourists. Especially hiking, jogging and outbound sports. Therefore it is good traveler domestic and also overseas interested For visit to lake nesting. On the other

hand, the question number 19 got an average score of 2.17 with percentage 54.2%. Statement in question This related with completeness facility Tourist Good sport. Some Respondent No fully agree with statement said, so that can concluded that facilities and infrastructure Tourist Sports in the lake nest Still Not yet complete and not yet fulfil standard adequate operational standards. deviation reflect level variation answer from Respondents. Questions number 16 and 17 have standard deviation highest, which indicates difference sufficient opinion significant. On the question number 16, respondent tend agree that management Tourist Sports in the lake nest Not yet running optimally. While that, on the matter number 17, respondent No agree that facilities and infrastructure Tourist Sports in the lake nest has fulfil standard, shows that infrastructure tourism in the area the Still need improved.

The role of government and awareness public to importance development Tourist Sports (*Sport Tourism*) at the lake nest very much crucial, especially in matter support financial as well as provision facilities and infrastructure. Support This will help push development sector Tourist Sports in the area. In addition that, the government can see opportunity No only in achievement performance sports, but also as source improvement income area through sector tourism. With Thus, development This No only open chance For increase quality source Power human resources (HR), but also introduces area the to tourists.

Based on results evaluation respondents, the minimum value obtained is 47.00, while mark maximum reached 73.00, with an average of 59.33. This average value approach mark maximum, which shows that potential development Tourist Sports in the lake nest Enough high. development Tourist Sport can give various benefit for government, among other things, increasing economy area, expanding tourism areas potential, encouraging participation society, strengthening Work The same between government central and regional in manage attractions as well as object tourism, creating field work, introducing culture local, as well as increase products and marketing area in various aspect tourist.

Based on data analysis, lake nest own potential big For developed as destination Tourist Sports. Types sports that have potential high in this area includes hiking, jogging, outbound. However, there are a number of obstacles that need to be overcome overcome, especially in matter limitations equipment as well as condition infrastructure. Therefore that, support from government as well as role active society is very necessary For support development Tourist Sports (*Sport Tourism*) at the lake nest through cooperation with various stakeholders interests, lake The Nest can become example success tourism that is not only empowering economy local but also maintain diversity nature and culture

as well as support development sustainable (Imam Pamungkas, 2015). In context this is important For understand How *sport tourism* can contribute to development sustainable and improving economy quality life of society (Satriawan et al., 2024). role government in tourism program This proven own impact positive to various aspect life society and environment (Scheyvens & Cheer, 2022)

CONCLUSION

Based on results research and discussion that has been done about Potential Development Tourist Sports (Sport Tourism) in the Regency Magetan at the lake nest Regency Magetan has a lot potential For develop sports tourism For increase sector tourism in the Regency Magetan.

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