

Sport Tourism: Impact of Ranto Canyon

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ABSTRACT

Researchers look at how tourism affects the economy, particularly in the sports sector, when tourist attractions are nearby. Qualitative research methods with informants have been determined using purposive and random sampling. They collect data with good observation through literacy, interviews, questionnaires, documentation, and so on to support their research data. The study results show that the development of sports tourism in Ranto Canyon uses the concept of sports tourism by utilizing natural resources, which, besides enjoying the beautiful green open nature, can also allow physical sports activities. Sports organized for visitors are rafting and body rafting, which are facilitated by the community's involvement as a guide and security team. The direct impact of sports tourism on the community's economy includes providing employment opportunities in the tourism sector and MSME business opportunities in selling their products to tourists, indirectly increasing tourism's contribution to local revenue and the income of small traders and opportunities for MSMEs to introduce the product.

Keywords: Sport Tourism; Economic Building; Sport Economic.

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INTRODUCTION

Sport is an attractive way for tourist destinations to develop and market their tourism products (Derom & Ramshaw, 2016), One of them is Ranto Canyon. Ranto Canyon is a sports tourism spot in Winduasri Village, Salem District, Brebes Regency, Central Java. Ranto Gorge is a sports tour that offers rafting between two rocks as high as 10-20 meters and is about 769 meters. During the trip, tourists will get to know a beautiful waterfall.

Currently, tourist attractions are a great way to increase local revenue (Kim et al., 2015). In various regions in Indonesia, tourist destinations are assets that can be used to encourage economic growth (Hallmann et al., 2015). The results show that sports tourism is one of the fastest growing tourism sectors in the world (Allameh et al., 2015). On the other hand, offering sports tourism requires substantial funds. However, many areas want to have tourist attractions that can improve the economy



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of the people around these tourist attractions. Based on this, this study aims to investigate the impact of sports tourism in Ranto Gorge.

RESEARCH METHODOLOGY

Research object Key informants, namely those who know the basic information needed in research (Priyono, 2008). Research subjects are sources who understand the object of research that will provide information in the research process. The characteristics of the subject of this study are; key informants, namely those who know the basic information needed in research. The key informant in this research is the Head of Winduasri Village. The main informants are those who are directly involved in social interactions, the main informants in this study are the Chairperson/Management Manager of Ranto Canyon, additional informants, namely those who can provide information even though they are not directly involved in the social interactions being studied. Additional informants in this study were the people of Winduasri Village. By using data triangulation techniques, it is intended to obtain truly valid data using a dual method approach (Penney et al., 2004).

RESULTS AND DISCUSSION

Ranto Gorge is located in Winduasr Village, Salem District, Brebes Prefecture. A village at the western end of Salem District, Brebes Regency. The distance from Brebes is approximately 70 km and the driving time through the forests and mountains is approximately 2 hours. Geographically, Ranto Gorge is located exactly on a plateau 800 meters above sea level on Mount Tajem in Winduasr village, Salem sub-district, Brebes administrative area, Central Java province. Ranto Canyon has the concept of sports tourism, namely sports tourism which is part of the Winduasri Village Tourism Village program. In comparison, Ranto Canyon is similar to the Green Canyon in Pangandaran. The locals themselves are more familiar with this tourist destination than Leuwih Ranto. Conceptually, visitors to Ranto Canyon can enjoy the outdoors by testing their adrenaline, for example participating in natural activities such as rafting. This sport is considered extreme, but not mainstream (Rosso & McGrath, 2013). It attracts many tourists to its interesting places in tourist areas and is closely related to adrenaline-pumping water tourism.

The tourism object is a natural resource in the form of mountain river water (Harrington et al., 2017). In this tourist spot you can enjoy the atmosphere of a beautiful river and the surrounding nature which is still beautiful (Harmon et al., 2018). A typical panorama with cool mountain air and hills that look steep, and in the middle of a cliff a stream of water that is so exotic flows swiftly in the form of a waterfall flanked by up to 15 high cliffs. -20 meters from the river bed. For recreation, you can swim along the swift river, down the rocks to a height of about 200 meters using a rope, and along the river 670 meters from the starting point of Leuwibutut to the end. Panyura. point Along the way, visitors can see waterfalls that are swift and impressive. Apart from exciting tours, Ranto Canyon tourist destinations also offer beautiful natural beauty. In addition to river tourism, the Ranto Canyon area has coffee plantations, waterfalls and caves. The road being built is an access road intended to connect one tourist spot to another in the Ranto Canyon Tourism Area. Accessible roads mainly for

pedestrians or two-wheeled vehicles and smaller sections for extreme places, only footpaths designed to facilitate the arrival of tourists.

The development of the Ranto rafting tour has not been planned in a controversial sporting event, nor has it been planned as a member of the Rafting Federation of Indonesia (FASI) (Isnaini et al., 2021). Therefore, white water rafting is still a recreational activity for visitors who, apart from nature tourism, can also enjoy going down the river in a rubber boat or only with a rope (body rafting) (Kruszyńska & Poczta, 2020). Brebes Regency has only one rafting club, namely the Ranto Canyon Club, which consists of local youths who are later appointed as leaders and organizers of the sport of rafting. Namely, as a guide, safety in rafting is practiced for technically savvy visitors while other clubs in Tegal Regency are still lagging behind. However, the rafting club has also been visited several times from other areas in Central Java.

The state of sports tourism infrastructure in Ranto Canyon is only in the form of rafting opportunities that are designed according to existing river conditions, including starting and ending points, turns, trail points with signs. In addition, the guest players have complete rafting equipment, namely. Inflatable boats, life jackets, helmets and ropes (Baker et al., 2021). The responsibility for safety and comfort in the management of sports tourism in the event of an incident is supported by the safety equipment offered to visitors during rafting activities, as well as insurance in the event of an accident (O'Connor et al., 2021).

Ranto Canyon is visited by an average of 25-100 visitors per day on weekdays and around 500-750 visitors on holidays. On average, 1-2 groups of visitors enjoy rafting every day, on holidays there can be up to 10-25 groups. The business and SME sectors in particular represent the attitudes and motivations of the general public towards those participating in economic empowerment activities. The growth of new businesses for communities around tourist areas, such as food and beverages; promote revenue; Additional income for small entrepreneurs in the case of MSMEs in Ranto Canyon is one of the best. Development of home industries, especially indigenous production by local community groups, especially for products, honey and palm sugar products. Entrepreneurs are traders who offer MSME products directly to available kiosks. The community established a souvenir entrepreneur for typical Ranto Canyon souvenirs.

The development of sports tourism infrastructure for Ranto Canyon currently includes the development of access and road access to the destination area, which is also equipped with several buildings in the form of pavilions. Warning boards/signs have been installed in several tourist spots. Tickets from the counter to the parking facility are managed by the local municipality. Sports equipment and types needed for rafting include rubber boats, life jackets, ropes, helmets and others, namely. footwear (shoes) that visitors usually wear. Due to local conditions, the footwear worn by visitors is often inappropriate, forcing staff to provide some. To meet the needs of rafting and rafting activities, the equipment is getting less, including the weight of the rubber boat and substandard life jackets, which are not suitable for temperature for reasons of comfort, and in addition, there are no launch bags / many are damaged. and broken.

Visitor management carried out at Ranto Canyon is divided into two visitor needs, namely nature activities which are still free, while one ticket for white water rafting sports tours costs IDR 35,000 with insurance, while the other ticket is park tickets for two people and Rp. 2,000 for wheeled vehicles and Rp. 5,000 for four-wheeled vehicles. This price condition is relatively cheap and affordable by the local community

compared to tours in the Green Canyon Pangandaran with an entrance fee of around IDR 5,000.200,000/person. if the package price is IDR 225,000/person with a 2-3hour visit limit.

The managed Ranto Canyon infrastructure includes visitor support infrastructure in the form of hotel accommodation which is located quite far from the city center, while local residents use residential areas (homestays). Regarding the financing and development of Ranto Gorge, so far it has only developed village ownership in self-help management and sponsorship while holding cultural arts entertainment events at the Ranto Canyon Pavilion. Usually the village tax (10% PADes) comes from the administration, but along with the development of the village tourism program in Winduasri village as a sports tourism destination, government tax revenue returns to the management and development of Pokdarwis Ranto. Canyon. The municipality has products in the economic sector, where apart from agriculture there is also a plantation sector with lots of productive sugar trees. The existence of the sapwood is preserved and the community uses it by tapping the water and then processing it into palm sugar while the fruit is picked for special food. Apart from that, there are still many forests with beehives in the city of Winduasri. This condition is utilized in beekeeping whose results are then used to produce native forest honey in the Winduasri region.

The community is managed by SMEs that produce and package palm sugar and forest and round honey. This product is marketed at the Ranto Canyon tourist spot. So that the existence of tourist attractions directly shows local original goods that bring economic benefits to the community. Ranto Canyon, with its exotic natural resources, is a boon for the local people. By managing the Ranto Canyon watershed as a tourist attraction, it opens up opportunities for the community to play an active role in tourism. Some of the internal management positions at Ranto Canyon include ticket collector, park ranger, tour guide, cleaner, security guard, serving raft sports organization team including rafting instructor, equipment and safety manager, and even marketing. Outside there are opportunities to work in local canteens or stall traders selling local home-made products from food and drinks to handicrafts, even renting lodging/homestays in residents' homes that are rented out because the hostel is quite far from the center, Brebes area.

Affordable prices created by non-governmental organizations and local governments in carrying out sports tourism in Ranto Canyon affect the dissemination of positive information to the surrounding community and other areas related to sports tourism. One of them is the growing public interest not only because of curiosity and interest in visiting Ranto Canyon, but also because of the financial participation of those closest to the profession. As visits will increase, the economic benefits achieved will be very important not only for the local population but also for the surrounding area. (Derman & Yıldız, 2018). This includes the increasing professional activity of ojek drivers who transport tourists, travel agents, travel agents and other operators in the tourism industry, which has led to an increase in the dissemination of tourist information.

Historically, Ranto Gorge was an economically unproductive area and was neglected by the community due to the inability to practice agriculture and plantations. This area is just a steep river full of rocks. However, as people's awareness increases and sports tourism is directed, it becomes a magnetic point, providing a lucrative tourist destination for the people, thus boosting the economy. The existence of the Ranto Canyon tourist destination has brought benefits to sports tourism attractions,

especially rafting. Sport tourism is then known to the wider community and becomes the pride of the community. Because the existing tourist attractions are unique and different from other tourist attractions, they are the pride of Brebes Regency.

Involving the local community in the leadership and governance of villages that are members of the Tourism Awareness Group will ultimately have a positive impact on budget allocations to the economy. Achieved results with the support of the local government promoting the development of building tourism infrastructure in Ranto Canyon with an allocation of Rp. 500,000,000. (Five Hundred Million Rupiah) from the Regional Budget (APBD) of Brebes Regency in 2020. This support can be used to guide the growth of sports tourism in Ranto Canyon, especially rafting, for financial gain for the government. and through spaces created for community. The Ranto Canyon sports tourism property is currently managed by Pokdarwis Winduasri Ranto Canyon and continues to try to solve local village economic problems. It is bordered by isolated villages due to harsh natural conditions making it difficult to restore the economy. Thanks to the persistence of the local community, the utilization of natural gifts and the transformation of natural water resources, namely. Rivers and mountains, in sports tourism destinations, have caused major changes in improving people's welfare in business life.

CONCLUSION

The results of this study have revealed that the variation in the level of practice of MBWA was high in general and in terms of dimensions (human relations, decision-making, time management, motivation, improving communication, control, development, and creativity). At the same time, from the teachers' point of view, the dimension of feedback to department heads in the college and departments of physical education and sports sciences at the University of Mosul was very high. Furthermore, there was a variance in teachers' job performance levels. Besides, the results reflected a significant effect of the level of practice of MBWA and its dimensions (human relations, decision making, time management, motivation, improving communication, control, development and creativity, feedback) on the level of job performance.

The recommendation is Department heads in the college and departments of Physical Education and Sports Sciences should increase the activation of the practice of MBWA, as this enables finding a solution to crises, identifying problems directly, improving communication, motivating teachers, achieving creativity and development, and improving job performance; Encouraging other sports organizations such as federations, sports clubs and forums to practice MBWA; Linking the methodology of practising MBWA with the job performance of employees in sports organizations to achieve harmony between the set strategic aspirations and the goals to be achieved; Encouraging management officials in sports organizations to practice MBWA. This will be done by holding training and development courses and seeking the assistance of specialists and academic experts in this field. Conducting more research and studies on the practice of MBWA in various sports organizations.

CONFLICT OF INTEREST

Authors declare no conflict of interest in this manuscript.

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