

## Development of sport tourism in Panji Anom village, Buleleng regency, Bali

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### ABSTRACT

*Sports tourism is a promising business in the future, especially in Indonesia after the COVID-19 pandemic. The concept of sports tourism is to carry out tourism activities by exercising, where sports are believed to be a means to maintain and even increase the immunity of the human body. The concept of sports tourism will be beneficial for both physical and spiritual aspects. Sports tourism is one type of special interest tourism. Currently, sports tourism has become a trend, and the government's attention to increasing the country's foreign exchange is echoed by the government the theme of the National Sports Day (Haornas 2020) in sports science, sports tourism, and the sports industry. Reflecting on this, it is appropriate for the Indonesian sports academy to continue to innovate through research, one of which is in the field of sports tourism. This research is development research in the second stage which has the target of producing a module that can be used in the implementation of tourism sports activities in the village of Panji Anom, Buleleng Regency. The method used is a modified ADDIE (Analysis-Design-Development-Implementation-Evaluation) model development concept. The results of the study indicate that the draft module that has been compiled has been tested by experts and is declared to be used with revisions.*

**Keywords:** *sport tourism, module development, Panji Anom village*

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## INTRODUCTION

Sport today is an inseparable part of the needs of modern human life. At the time of the COVID-19 pandemic, exercise was believed to be one that could increase the body's immunity, so almost everyone is currently active in exercising. With this strategic position, it is time for sports to be developed as a means of improving fitness and as an appropriate land sport for economic improvement, individually and as a group. In Indonesia, sport is regulated in Law No. 3 of 2005 concerning the National Sports System. According to the Law of the Republic of Indonesia No. 3 of 2005 concerning the National Sports System, sports are all aspects related to sports that require regulation, education, training, coaching, development, and supervision. In line with this, the field of sports must continue to be developed for the progress and pride of the Indonesian nation ([Undang-Undang Republik Indonesia Nomor 03, 2005](#)).

Sports tourism is a type of sports activity that is highly developed in Indonesia because it has many mountains, seas, rivers, and lakes. Bali has various tourism potentials such as

enchancing mountains, beautiful maritime nature, natural and amazing lakes, as well as unique customs and culture, which make tourists interested in nature tourism and are regional potential to develop various tourism activities (Sudiana et al., 2018). The development of tourists with special interests in sports, in the sense that tourists do physical activities, not only enjoyable sports activities, has begun to increase. Tourists who choose this type of tourism activity are often grouped under special interest tourists. According to Suyitno (2013), what is meant by a special interest tourist attraction is a tourist attraction that is developed more based on activities to fulfill specific tourist desires, one of which is the interest in sports.

The island of Bali, especially North Bali, has enormous natural tourism potential (Parmasta, Putra, Pramana, Artha, & Runa, 2021). The search results of (Parmasta, Putra, Pramana, Artha, & Runa, 2021) classify the tourism potential in North Bali, especially in Buleleng Regency, as nature-based tourism, culture-based tourism, and agro-based tourism. The Panji Anom Village in Buleleng Regency has intriguing tourism potential. Panji Anom Village is a village that stretches from north to south. Panji Anom village has beautiful rice fields, views of the north Bali Sea, mountain forests in the highlands, and places to eat with camping facilities. The tourism potential of Panji Anom Village needs to be developed with a comprehensive plan so that it can be utilized by the community from an economic, social, and cultural perspective.

Panji Anom Village, Sukasada District, Buleleng Regency, has a vision and mission to develop and improve the economy by utilizing nature and culture through tourism activities. The area's potential and the village community's potential must be optimized for improving the local economy. To realize the vision and mission, it is necessary to make a breakthrough, one of which is through research. Preliminary research was carried out in 2020 to identify the development of sports tourism in Panji Anom Village. The results of the study indicate that nature, culture, and society are very supportive of developing special interest tourism and sports tourism, so this research is a follow-up study for the development of a module for the implementation of tourism activities based on local wisdom towards a special interest tourism village in Panji Anom Village. A good tourism structure will help increase the level of visits because it helps tourists determine attitudes when choosing tourist destinations and the form of activities to be carried out (Choi, Lehto, Morrison, & Jang, 2012).

Sports tourism is an independent and socially oriented field, a way of life for people with diverse goals, such as sports, cognitive, educational, research, and environmental, and their combinations (Prokopenko et al., 2020). Sports tourism is experiencing rapid growth in global

tourism, which consists of sports tourism, nostalgic sports tourism, active sports tourism, and passive sports tourism (Yang, 2021). Active sports tourism includes hiking, trekking, biking, canoeing, sailing, horse riding, skiing, and all physical activities that are in direct contact with nature (Tomik, 2013). Sports tourism is a non-commercial trip carried out by a person to carry out sports activities outside his place of residence. Sports tourism has been facilitated, among others, by changes in technology, changes in social attitudes, and increasing regional accessibility due to the advent of cheap air travel (North-South Inter-parliamentary Association, 2014). Indonesia has a very large opportunity, this is because the tourism potential can be developed relatively unlimited for the tropical islands. The characteristics of the Indonesian territory, which consists of thousands of islands, make it very possible to develop sports tourism the characteristics of the existing region.

## METHODS

This research is research and development (R&D) using the ADDIE (Analysis-Design-Development-Implementation-Evaluation) model. The ADDIE model is modified according to the situation in the field which aims to produce a module for organizing sports tourism based on local wisdom. This research was conducted in Panji Anom Village, Buleleng Regency, Bali Province which is located on a plateau with lots of tourism potential such as waterfalls, trekking, natural cliffs, and views of the sea north of Bali. This research seeks to create a module for implementing sports tourism in Panji Anom Village by testing the validity of the module, the practicality of the module, and effectiveness of the module.

**Table 1.** Phase, Variables, and Sub-Variables of Study

<i>Phase</i>	<i>Variables</i>	<i>Sub Variables</i>
Module development.	1. Module validity. 2. Clarity of the module.	The validity and clarity of the module are subject to the following. 1. Module form. 2. Guidelines for implementing module development.
Expert Test of module modules.	1. Sahih. 2. Module implementation process. 3. Results of module implementation. 4. Sustainable.	1. Module implementation process. 2. Obstacles and supporting factors. 3. Module effectiveness. 4. Attractiveness of the module

Research variables are measured using indicators: nominal and ordinal, while the

modelis measured using indicators of 1) validity by expert testing, 2) practical, effective, and sustainability by using field tests

The data collected in the research is qualitative. The data required in this research consists of two types of data, namely primary and secondary data. Primary data is obtained from data collection at the local government of Buleleng Regency, companies engaged in special interest tourism (sports) in Buleleng Regency, Bali Province with literature studies and observations at the research location as well as data at related agencies, while secondary data is data obtained from information obtained from tour guides, traditional leaders, cultural experts through in-depth interviews. So that these two data will be collected and *cross-checked* to know exactly what happened.

The sampling method in this study is an area probability sample. Where the sample is carried out by selecting several areas to represent the population. In this case, the selected sample is an area with a tourism business. This can be described as follows. Qualitative methods will be used in the expert test and module trial stages. Descriptive analysis is used to describe certain facts, symptoms, and events as they are, and not to test a hypothesis. It is done as a basis for accepting, improving, or rejecting the conclusions of the concept or module developed.

## RESULTS AND DISCUSSION

### *Results*

This research was carried out to produce a module for the implementation of tourism sports activities in the village of Panji Anom. The preparation of the module is based on a needs analysis that has been carried out by research in 2020 and literature studies that can support the preparation of the module. Module preparation activities are expected to provide clear instructions for the implementation of tourism sports activities in Panji Anom village. The draft module has been compiled and then carried out an expert test involving tourism sports experts and tourism development experts.

**Table 2.** Expert Judgement Result

<i>Experts</i>	<i>Review Result</i>
Tourism Development	In general, it has been very good, including the novelty of the ideas raised and the locus that needs this module, namely Panji Anom Village as a Tourism Village that requires sustainable tourism development.
Sport Tourism	After being corrected according to input, this module is very good to continue and recommend to those who need it

## ***Discussion***

Sports Tourism is a new paradigm because it is a combination of sport and tourism which is growing rapidly and is in great demand by young tourists (Lagarene, Hidayah, & Abdillah, 2018). The development of a module for the implementation of tourism sports activities is a must to make tourism sports activities part of tourism activities. Tourism is the hope of foreign exchange in many countries in economic development, even if it is believed to be able to recover from the economic crisis. In line with the above opinion, a study Loukaitou-Sideris & Soureli (2012) revealed that in America, tourism that raises cultural issues as tourism objects is an economic development strategy. This proves that tourism is a diamond still wrapped in stone, the more it is honed the more it has a role in improving the economy, then tourism is a business that will develop as long as humans still live in the world.

Panji Anom Village, Buleleng Regency, Bali has been designated as a single watershed which is a leading tourism potential in Buleleng so the development of Panji Anom Village tourism which consists of panoramic views of the sea from the desert, trekking, camping, agriculture, honey bee monasteries, religious tourism, and captive endangered species in forest managed by LPHD (Adi, Wahjoedi, & Mashuri, 2021; Wahjoedi, Adi, & Damiati, 2022). Based on previous research, Panji Anom Village has tourism potential, specifically trekking. The community and tourism awareness groups fully support this potential to make Panji Anom Village a trekking tourism destination (Hidayat, Danardani, & Kusuma, 2021). Sports tourism activity is an effort to increase the type of tourism business. For the development of tourism, careful planning is needed, this is very important to provide comfort for tourists. Several approaches include the approach to the quality of the natural environment and society, the main basis of which must always be maintained in its integrity, so that conflict situations will not arise if the steps are approached with all wisdom to fulfill reciprocal, aesthetic, recreational, scientific, and conservation functions.

Sports tourism in Panji Anom Village will have an impact on improving the people's economy. It was reported that the economic level of the people of Panji Anom Village was still in the low category, so it was impossible to survive in the agricultural sector (Danardani & Hidayat, 2021). The development of sports tourism in Panji Anom Village needs to be carried out sustainably, meaning that sports tourism in Panji Anom Village is always created to increase comfort and safety, as well as to benefit from sports tourism activities. Therefore local

government support through legal policies and the development of human resource skills is one of the keys to the success of sustainable tourism (Wahjoedi, Adi, & Mashuri, 2021).

This shift in tourism patterns has taken place in the last two decades. From mass tourism to small groups and individual tourists. According to Ridwan (2012) special interest tourism refers to tourists, usually in small groups, who travel to learn and experience the special characteristics of an area. One of the special interests of tourism is adventure tourism in the open, such as mountain climbing, jungle trekking, and white water rafting. The development of special interest tourism places tourist safety, environmental preservation, comfort, and community empowerment as the main values. Sports tourism is a development of filling spare time, this activity is generally carried out by youth or adults who have an adventurous spirit which is part of traveling by doing physical activity. When doing sports tourism, the ability of the actors and managers is needed to be able to package them well, comfortably, safely, and impressively. Sports tourism, on the one hand, is an extension of sports activities, on the other hand, plays the perceived need of the tourism market, to develop products. The implementation of sports tourism must pay attention to the comfort, security, and pleasure of the perpetrators/tourists. Tourism with exercise is a sensation in itself if the challenge can succeed. Sports tourism is a relatively new field and will continue to increase in the tourism industry. Sports tourism has become the focus of planning in developing countries. Sports tourism is also believed to restructure rural and urban communities from a social and economic perspective. These efforts illustrate that the development of a tourism sports module based on local wisdom in Panji Anom Village, Buleleng Regency is prepared on a strong theoretical and practical basis. This module is based on regional needs in Panji Anom Village.

## **CONCLUSION**

The implementation of sports tourism in supporting the tourism business requires a module. The compiled module has been tested for validity. Modules that are structured and have been valid, so that trials are immediately carried out to get results from the practicality and effectiveness of this module. For researchers in the field of sports to be interested in developing the field of sports tourism, so that the sports field is more developed.

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