

Student Potential in Developing Beach Recreational Sports Events to Improve Local Tourism



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ABSTRACT: The purpose of this study was to determine the level of student capacity in organizing recreational sports events based on the results of the pre-test and post-test scores. This study used a survey method with a quantitative descriptive research design. Data analysis used a percentage technique based on norm-referenced assessments. The subjects in this study were 30 students of Recreational Business Management. The data collection process used a structured questionnaire. Based on the pre-test and post-test data, the results showed that the Sig. (2-tailed) value was $0.000 < 0.05$, so it can be concluded that there is a significant difference between the results of the Pre-Test and Post-Test. This is reinforced by the fact that before carrying out recreational sports activities, the Post-Test results showed a percentage of 41% (Moderate). After carrying out recreational sports activities, the percentage increased to 70% (High).

KEYWORDS: potential, events, character, recreational sports.

INTRODUCTION

Recreational sports are one of the goals to improve the quality of life of the community, this statement is in line with research that shows that recreational sports participation is an important path to improving the quality of life (Lin et al., 2022). Sport Tourism or Sports Tourism is a new paradigm in the development of tourism and sports in Indonesia. The development of Sport Tourism requires quality and reliable human resources in designing various sports activities to become a tourist attraction that sells because it has economic value and is profitable for the country or a region (Bangun, 2014). Tourism and sports are the spearheads of future life that can elevate the dignity of our nation in front of other nations in the world. Tourism and sports and other related activities can trigger new businesses, services, and products. Sport Tourism is a rapidly growing tourism segment that offers new perspectives and supports changes in tourist behavior towards active living that encourages sustainable destinations. The link between active living, active travel, and sports tourism has strong environmental, economic, and social impacts (Morfoulaki et al., 2023). In recent years, awareness of sustainable tourism has increased worldwide. Many tourism industries combine sports to attract more customers to facilitate economic development and promote local culture (J. J. Yang et al., 2020). This is in line with the statement that sports tourism is considered an important type of tourism that combines sports and tourism to attract tourists, contribute to the economy, and promote local culture (Giango et al., 2022).

Sport tourism is a growing tourism product. In the sports and tourism industry, resource mining is a foundation that provides positive significance for theoretical support (Zuo et al., 2021). Previous research has revealed that the development of sports tourism requires collaborative involvement of sports, tourism, and various other sectors and stakeholders (Mollah et al., 2021). It is also revealed that with the rise of the Sport Tourism industry, the group of Sport Tourism consumers has also increased. Therefore, the study of sports tourism consumer behavior has become a popular topic (Kusuma, 2018). The increase in individual sports activities stimulates the emergence of forms of sports-related holidays. This is further reinforced by tourists seeking authentic experiences in host-guest relationships, health and physical well-being, and consumption of local products and services. Communities, especially in developing countries, have not fully realized the potential of local sports as a resource and competitive advantage in the development of their destinations. Likewise, tourism research still lacks analysis of the role of communities and their specific sporting identities (Herbold et al., 2020). Sport tourism creates a wide spectrum of impacts for and on host communities. However, sustainable sport-tourism events, which emphasize positive impacts and minimize negative ones, do not

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emerge by chance; they require careful planning and implementation (Kersulić et al., 2020). Sustainability regarding the development of Sport Tourism has attracted much attention because it promises to improve community welfare and the quality of life of the community. An effective tourism promotion plan will improve the quality of life of the community and benefit the national economy. The success of commercial and traditional sport tourism contributes to local residents in terms of economic, social, environmental and cultural benefits. The decline in sports tourism revenue and visitor numbers has prompted empirical research to consider the factors causing the problem (Chang et al., 2020). The development of sports tourism is gaining momentum worldwide, with many tourism industries incorporating sports events and programs to attract more domestic and overseas customers to promote the economy and culture. Sustainability awareness has gained attention from many international organizations, resulting in the emergence of sports tourism that incorporates sustainability (C. C. Yang et al., 2021).

A lively recreational sports festival provides an opportunity for the community to spend their free time in a pleasant atmosphere, and can promote to the community the importance of recreational sports in creating a healthy life (Chen et al., 2021). Recreational sports are physical activities carried out in free time to bring joy, restore physical and spiritual strength and preserve and enhance the richness of regional culture so that through recreational sports it can improve physical fitness, prioritize the values of pleasure or satisfaction, positive, healthy, without coercion. Exercising is a basic human right regardless of race, religion, social class, and gender, called sport for all. Community activities and interest in recreational sports are increasing because recreational sports are carried out in communities based on the principles of cheap, easy, interesting, useful, and mass. Therefore, it is necessary to carry out recreational sports development as an effort to foster and activate sports associations in the community, as well as organize tiered and sustainable recreational sports festivals at the regional, national, and international levels. FORMI is the parent organization of sports that is a forum for gathering recreational sports organizations that grow and develop in the community to foster recreational sports branches owned by the community in order to foster the community and popularize sports. The development of recreational sports aims to explore, develop, preserve and utilize traditional recreational sports that grow and develop as a culture in the community. Through the development of recreational sports, it can contribute to improving the achievements of cultural recreation and sports at the national and international levels (Br Nababan et al., 2017).

METHOD

This research was conducted using a descriptive quantitative research method. The independent variable is the student's contribution without making comparisons or connecting with other variables (Sugiyono, 2016). The population in this study were all active students of the Applied Undergraduate Study Program (D-IV) of Recreational Business Management, Faculty of Vocational Studies, UNY, totaling 30 people. The research was conducted at Sepanjang Beach, Gunung Kidul. The research was conducted on July 6, 2024. The instrument in this study used a questionnaire. Determination of the instrument uses 3 (three) main steps, namely:

1. Defining the construct, namely making limitations on the variables to be measured. In this study, the author makes limitations regarding the variables to be studied.
2. Investigating factors, namely stages that aim to mark the factors found in the construct to be studied.
3. Compiling questions which are the final step arranged based on the construct.

Student Capacity Questionnaire in Organizing Recreational Sports Questionnaire Filling Instructions:

1. Write your identity on the sheet provided.
2. The answers you provide are kept confidential.
3. Below are a number of statements about academic self-concept.
4. You are expected to read it carefully, then answer according to your actual situation by giving a check mark (V) in the column on the sheet provided, namely by choosing the available answer alternatives.
5. There is only one answer to each question or statement.
6. In answering this question/statement, there is no wrong answer. Therefore, try not to leave any answers blank.

Note:

SS = Strongly agree

S = Agree

KS = Less agree

TS = Disagree

STS = Strongly disagree

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No	Statement	Answer				
		SS	S	KS	TS	STS
1.	I will offer several recreational sports concepts to visitors such as Out Bound, Camping, Tracking, and so on.					
2.	I will think of a large tourist area that allows visitors to do various types of recreational sports offered to visitors.					
3.	I will offer creative activities by combining local wisdom such as farming and fishing with the concept of creative and educational sports.					
4.	I will plan the development of a recreation program that prioritizes the issues of equipment, space or place and recreational activities in the community.					
5.	I will prioritize the interests, characteristics, needs, and capabilities of individuals when planning recreation programs.					
No	Statement	Answer				
		SS	S	KS	TS	STS
6.	In planning programs, I must consider individual differences in terms of expertise and planning expertise experiences.					
7.	I prioritize creativity and self-expression in considering program planning.					
8.	I will create opportunities to serve others and gain personal satisfaction.					
9.	In planning a recreational sports program, I must provide many activities.					
10.	I will consider financial tools, and facilities in program planning.					
11.	I will improve physical resources, human resources in the community that aim to mobilize recreation programs.					
12.	I will create recreation programs that provide equal opportunities for participation for all people in the community.					
13.	I will be flexible to change activities because changes in people's interests must be possible in a recreation program.					
14.	I will consider the health and safety of participants					
15.	I will create a recreation program that seeks to help everyone demonstrate standards of human behavior that are characteristic.					
16.	I will determine interests based on cultural, economic, religious, and social phenomena that mark them.					
17.	I will create cooperatively planned recreation sports.					
18.	I will plan a program so that national standards are modified to suit local conditions.					
19.	I will prioritize the type of community, location, economic conditions, etc.					
20.	I will build cooperation between agencies or organizations or institutions in the community (government and private).					

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Formula

$$\text{Result} = \frac{\text{total score obtained}}{\text{maximum score}} \times 100\%$$

(Arikunto, 2019)

Assessment Score Criteria

SS = Strongly agree = 5

S = Agree = 4

KS = Less agree = 3

TS = Disagree = 2

STS = Strongly disagree = 1

Category

No	Score in percent (%)	Category
1	< 21 %	Very Low
2	21 – 40 %	Low
3	41 – 60 %	Medium
4	61 – 80 %	High
5	81 – 100 %	Very High

(Arikunto, 2019)

ANALYSIS AND DISCUSSION

Based on the data results obtained, the pre-test and post-test data were obtained as follows:

Result (Pre-Test)

NO	NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total Score
1.	AA	3	2	2	2	3	3	3	2	2	2	2	1	2	3	1	2	3	3	3	2	46
2.	AL	2	2	2	2	3	3	3	3	2	3	3	3	3	1	1	3	2	2	1	2	46
3.	APS	3	2	2	2	1	2	2	2	1	2	2	2	2	2	1	1	2	1	1	2	35
4.	AF	1	1	2	2	2	1	1	2	1	2	1	3	3	3	1	3	3	1	3	1	37
5.	PRM	2	1	1	2	2	1	1	1	2	3	1	2	3	2	2	3	1	3	3	3	39
6.	RPD	2	3	3	2	2	3	3	3	1	2	3	1	3	2	2	2	1	3	3	3	47
7.	EYS	4	1	1	1	2	2	2	2	3	3	3	1	1	2	2	2	2	2	3	2	41
8.	PCP	2	2	2	3	3	3	3	3	1	2	2	3	2	3	3	2	2	3	2	2	48
9.	WG	2	2	3	3	3	2	1	2	2	2	2	3	3	3	1	1	3	3	3	1	45
10.	MAF	2	1	1	2	2	1	1	1	2	2	2	3	3	3	1	1	2	2	2	2	36
11.	KKR	2	3	3	2	2	3	3	3	3	3	3	1	1	2	2	2	2	2	3	2	47
12.	NHM	4	1	1	1	2	2	2	2	1	2	2	3	2	3	3	2	2	3	2	2	42
13.	NC	2	2	2	3	3	3	3	3	2	2	2	3	3	3	1	1	3	3	3	1	48
14.	NHW	3	2	2	2	1	2	2	2	1	2	2	2	2	2	1	1	2	1	1	2	35
15.	SN	1	1	2	2	2	1	1	2	1	2	1	3	3	3	1	3	3	1	3	1	37
16.	SARN	2	1	1	2	2	1	1	1	2	3	1	2	3	2	2	3	1	3	3	3	39
17.	IA	3	2	2	2	1	2	2	2	1	2	2	2	2	2	1	1	2	1	1	2	35
18.	BTK	1	1	2	2	2	1	1	2	1	2	1	3	3	3	1	3	3	1	3	1	37
19.	SK	2	1	1	2	2	1	1	1	2	3	1	2	3	2	2	3	1	3	3	3	39
20.	SPK	2	3	3	2	2	3	3	3	1	2	3	1	3	2	2	2	1	3	3	3	47
21.	DAV	4	1	1	1	2	2	2	2	3	3	3	1	1	2	2	2	2	2	3	2	41
22.	MKP	2	2	2	3	3	3	3	3	1	2	2	3	2	3	3	2	2	3	2	2	48
23.	DAP	2	2	3	3	3	2	1	2	2	2	2	3	3	3	1	1	3	3	3	1	45
24.	LLM	2	1	1	2	2	1	1	1	2	2	2	3	3	3	1	1	2	2	2	2	36

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25.	MGA	2	3	3	2	2	3	3	3	3	3	3	1	1	2	2	2	2	2	3	2	47
26.	PP	4	1	1	1	2	2	2	2	1	2	2	3	2	3	3	2	2	3	2	2	42
27.	FP	3	2	2	2	1	2	2	2	1	2	2	2	2	2	1	1	2	1	1	2	35
28.	AT	3	2	2	2	1	2	2	2	1	2	2	2	2	2	1	1	2	1	1	2	35
29.	PAB	1	1	2	2	2	1	1	2	1	2	1	3	3	3	1	3	3	1	3	1	37
30.	FF	2	1	1	2	2	1	1	1	2	3	1	2	3	2	2	3	1	3	3	3	39
Total Score																				1231		

Table 1. Pre-Test Data

Percentage

$$\text{Result} = \frac{\text{total score obtained}}{\text{maximum score}} \times 100\%$$

$$\text{Result} = \frac{1231}{3000} \times 100\% = 41\%$$

Result (Post-Test)

NO	NAMA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total Score
1.	AA	4	4	3	3	3	4	4	4	3	3	3	4	4	4	3	3	3	4	4	4	71
2.	AL	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	68
3.	APS	3	3	3	3	4	4	3	3	4	4	4	4	3	3	3	4	4	4	4	3	70
4.	AF	4	4	3	3	3	4	4	4	3	3	3	4	4	4	3	3	3	4	4	4	71
5.	PRM	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	68
6.	RPD	4	4	3	3	3	4	4	4	3	3	3	4	4	4	3	3	3	4	4	4	71
7.	EYS	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	68
8.	PCP	3	3	3	3	4	4	3	3	4	4	4	4	3	3	3	4	4	4	4	3	70
9.	WG	4	4	3	3	3	4	4	4	4	3	3	3	4	4	4	3	3	3	4	4	71
10.	MAF	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3	3	4	4	4	4	74
11.	KKR	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	4	4	4	4	3	68
12.	NHM	4	4	3	3	3	4	4	4	4	3	3	3	4	4	4	3	3	3	4	4	71
13.	NC	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3	3	4	4	4	4	74
14.	NHW	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	4	4	4	4	3	71
15.	SN	4	4	3	3	3	4	4	4	4	3	3	3	4	4	4	3	3	3	4	4	68
16.	SARN	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3	3	4	4	4	4	68
17.	IA	4	4	3	3	3	4	4	4	3	3	3	4	4	4	3	3	3	4	4	4	71
18.	BTK	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	74
19.	SK	3	3	3	3	4	4	3	3	4	4	4	4	3	3	3	4	4	4	4	3	71
20.	SPK	4	4	3	3	3	4	4	4	3	3	3	4	4	4	3	3	3	4	4	4	68
21.	DAV	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	70
22.	MKP	3	3	3	3	4	4	3	3	4	4	4	4	3	3	3	4	4	4	4	3	71
23.	DAP	4	4	3	3	3	4	4	4	3	3	3	4	4	4	3	3	3	4	4	4	68
24.	LLM	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	70
25.	MGA	3	3	3	3	4	4	3	3	4	4	4	4	3	3	3	4	4	4	4	3	71
26.	PP	4	4	3	3	3	4	4	4	3	3	3	4	4	4	3	3	3	4	4	4	68
27.	FP	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	70
28.	AT	4	4	3	3	3	4	4	4	3	3	3	4	4	4	3	3	3	4	4	4	71

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29.	PAB	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	68
30.	FF	3	3	3	3	4	4	3	3	4	4	4	4	3	3	3	4	4	4	4	3	71
Total Score																				2103		

Table 2. Post Test Data

Percentage

$$\text{Result} = \frac{\text{total score obtained}}{\text{maximum score}} \times 100\%$$

$$\text{Result} = \frac{2103}{3000} \times 100\% = 70\%$$

PRE TEST POST TEST	Sig. (2-Tailed)
	0,000

It is known that the Sig. (2-tailed) value is $0.000 < 0.05$, so it can be concluded that there is a significant difference between the results of the Pre Test and Post Test. This is reinforced by before carrying out recreational sports activities, the Post Test results showed a percentage of 41% (Moderate). After carrying out recreational sports activities, the percentage increased to 70% (High).

CONCLUSION

Based on the results of the research conducted, the results of the pre-test and post-test showed that the Sig. (2-tailed) value was $0.000 < 0.05$, so it can be concluded that there is a significant difference between the results of the Pre-Test and Post-Test. This is reinforced by the fact that before carrying out recreational sports activities, the Post-Test results showed a percentage of 41% (Moderate). After carrying out recreational sports activities, the percentage increased to 70% (High). Recreational sports are one of the goals to improve the quality of life of the community. Sport Tourism or Sports Tourism is a new paradigm in the development of tourism and sports in Indonesia. The development of Sport Tourism requires quality and reliable human resources in designing various kinds of sports activities to become a tourist attraction that sells because it has economic value and is profitable. The role of students of the Applied Undergraduate Program, Recreational Business Management Study Program, is a solution to developing recreational sports with character. Tourism and sports are the spearheads of future life that can raise the dignity of our nation in front of other nations in the world. Tourism and sports and other related activities can trigger new businesses, services, and products. The importance of increasing student capacity to improve character through recreational sports events is still rarely done.

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