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# TAE KWON DO AND ITS TOURISM ATTRACTIVENESS

DEVI TIRTAWIRYA

*Yogyakarta State University*

## Abstract

This article aims to explain the attractiveness of Tae Kwon Do as a sport that can be a choice in sporting practice and recreation.

According to the form and the technique, Tae Kwon Do is a kind of hard sport. Historically, Tae Kwon Do had been used as techniques for hunting and fighting used solely the specific part of body.

Tae Kwon Do is martial art that its origin is from Korea. Tae Kwon Do performs the beauty of legs and hands movements. Practically, there are many techniques that are attractive so that Tae Kwon Do has its potential as a spectacle. Additionally, there are "taegeuk" and combating that are also beautiful.

Keywords: tae kwon do, tourism attractiveness

## Introduction

**T**ourism is an activity which be done without pressure or burden, so when make a tour will get pleasure and satisfaction. According to Cooper (1993), tourism products involve attraction, amenities, access and ancillary services. The attraction is an object which has ability to attract tourists' interest so proper to sell in tour market. In sport tourism, the tour attractions can be sport activities, main stadium, sport museum that attracting tourists' interest to come to that place. Amenities is facilities and tour supporting services such as accommodation, communication, food services, security and so forth. Access (accessibility) or the attainment of means and instruments ease to come to the aim object.

Tae kwon do is a branch of self-defense sport which be well known by the world community including Indonesia. Tae kwon do although is a hard sport, but this sport branch is quite delighted in all of people, children, teenagers, or adults, so that tae kwon do be able to spread quickly.

Tae kwon do is only known by most of society as self-defense sport that using blank foots and arms for fighting. Tae kwon do it self is a human physical expression to self-defense and an activity of human spirituai desire fulfillment. The base of tae kwon do self-defense art is to develop human instinct to make stronger self defense and has function to solve human ego, that finally going to living perfection, since tae kwon do it self actually has many living philosophy.

Tae kwon do is not only hard physical sport, but also this sport is a fuse of fighting technique and art, so we can see beautiful features from poomse or steps, or in a tae kwon do game we can get pleasure. Moreover, tae kwon do as a self-defense sport, it can be a show for recreation or tourism. The aim of tae kwon do as one of tourism objects is in order that society can use their leisure time to enjoy this

sport as a means of recreation and develop tae kwon do in order to make tae kwon do more well known broadly. So tae kwon do as sport tourism is a form of tour activity which used tae kwon do sport activities as the main tour attraction. In this matter, the activities can be competition or see a sport event either friendship games, exhibition, or demonstration of tae kwon do based movements or special technique.

### History of Tae Kwon Do Growing

Today tae kwon do grows quickly, along with Korea Independence from Japan colonization. Tae kwon do itself in its early development is only a physical activity to self-defense with blank arms. Then this physical ability is developed fighting techniques either to attack or defense, another that the fighting techniques can be a show in certain ritual events. Based on WTF (1975), firstly this self-defense art is called "taekkyon" that had been showed by three palaces in Korea, they are Silla, Koguryo, and Baekche. The prove of Taekkyon is founded some pictures on the ceiling of Muyong-chang, a grave from koguryo dynasty palace.

Those pictures showed two men who practicing self-defense art that believed similar with tae kwon do technique today. However, tae kwon do appears the first time in koguryo palace, it is believed that the Silla's soldiers who develop and spread this art in all of Korea between 669 – 935, these Silla's soldiers are well known by Hwarong. Tae kyon is known in Silla by establishing a military academy special for Silla nobility and make tae kyon as a based training for their living rule. Previously, tae kyon is seen as a sport activity and recreation that has function to repair physical ability by Korea community. Tae kwon do sport needs well flexible body in order to make easier doing beautiful movements.

According to Suryana (2004) in the period of Koryo dynasty, tae kyon come back to its previous function that is as a self-defense art. The society in this dynasty more understand tae kyon as subak.

In 1397 until 1907 the palace which govern in Korea is Yi palace. The government in this time is less support this self-defense art, however in that time the book about self-defense art published for the first time. Education and culture are more developed by the government on that time, so that the society more attracted in getting sarjana degree than study self-defense art.

Since Japan colonization, subak starts to get up again, although it is hidden taught, because Japan forbid Korean society to practice military art. Subak development is more increasing cause of the hate of Korean society towards Japan. Subak is taught by the great master of that time in hidden until the period of Korea independence. After releasing from Japan, subak develop quickly along with many of self-defense institution in Korea, so the next years there are many self-defense art growing variously.

According to Suryana (2004) in the end of war period in Korea, on April 11, 1955 it is decided to unit all kinds of self-defense in Korea in one name that is taesoodo. However, that name is changed after two years, that is tae kwon do. In 1972, Kukkiwon is held as the headquarters of tae kwon do and tae kwon do is sheltered by KTA organization (Korea Tae kwon do Association). KTA has duty to send its instructress to spread tae kwon do all of the world, until formed tae kwon do organization with international scale that is WTF (The World Tae kwon do Federation). This organization has more than 160 countries. In the Olympic games 1988 in Seoul, Tae kwon do has been competed exhibition, and in 2000 in the Olympic games in Sydney, tae kwon do has been competed as a legal branch of sport. In its development until now tae kwon do branch sport more attractive to see, since there is a taegeuk games or obligatory movement. In order the spectators are not only served kyorugi, but also form of obligatory movements which be wrapped beautifully so they should not stress to see the head is kicked.

### Taekwondo As Sport Tourism

Tae kwon do likes described in the history above, that it is not only as hard sport, but also it can be enjoyed without screamed. Tae kwon do recreation is a show which will become one of attractive

choices. Music, dances, circus and so forth can be enjoyed calmly without physical violence, in order that tae kwon do can be enjoyed calmly. This tae kwon do recreation will wrap about the art of breaking hard things either using blank arms or foots, there is also performing of based movements like poomse, and in Jogjakarta it is called demonstration of tae kwon do. This demonstration of tae kwon do will be variously and included many people like what Korea government has done in the opening of Olympic in Korea. More clearly it will be detailed one by one the things which can be an entertainment:

1. Kyorugi (fighting)

It is tae kwon do competition on the 12 x 12 meters consists of eight class either men or women. These classes is determined by weight. This Kyorugi is a number which be competed in the sport competition internationally, so tae kwon do is well known all over the world.

2. Kyupa (breaking the hard things)

Kyupa or breaking the hard things usually is done by single kick or in a row. This kind of performance attracts more spectators because of these acrobatic movements.

For example:

a. Swallow kick

b. Dwihorigi + dolyo chagi + Dwihorigi which be done once jumping three broads are kicked all.

c. Twio yeop chagi with target on the head of driver by motorcycle.

And there are many things that can be an attractive performance.

3. Poomse

It is an obligatory movements for taekwondoin who want to increase their level from yellow belt to the above. This poomse is tae kwon do movements which be wrapped well so it becomes ratching movements. In the karate it is called kata. This poomse will be very attractive if performed together with many people and together movements, so this poomse is one of attractiveness to be an entertainment.

Tae kwon do as sport tourism and all of its challenges, so tae kwon do sport can become an attractive performance.

### The Concept Of Tae Kwon Do As Tourism

Many events of tae kwon do competition are necessary made something that have different features to attach the spectators. In each competition event, there is necessary to perform special technique, it is hoped that spectator who do not like kyorugi they can see another performance, like the attraction of breaking the hard things by kicking or very beautiful kick and spectacular.

The other attractive performance or competition which can be enjoyed is poomse. Poomse is steps in the tae kwon do branch sport, if be wrapped well and perform together or single will be a very attractive performance. The team of tae kwon do demonstration from Korea often demonstrate in many countries. The techniques showed are able make the spectators get pleasure. The spectators are not only from sport community but also from common community, understanding that matter tae kwon do is quite suitable become one of sport tourism choices.

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