

THE DEVELOPMENT OF SPORT FACILITIES MANAGEMENT TO SUPPORT SPORT TOURISM IN YOGYAKARTA

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Abstract

Yogyakarta as one of most popular tourism destination cities in Indonesia needs more improvement in attracting visitors instead of its natural and cultural qualities. Sport tourism, involving its facilities, can be a good tourism attractor of Yogyakarta in the future. However, the number of sport facilities is limited and also the government and people are not to give sufficient attention upon its existence yet. In fact, there so many people need to use such facilities for having fun, refreshment, recreation, or even for national and international sport event. Therefore, the government and members of the society should cooperate each other to develop sport facilities basing on sport tourism.

The efforts to develop and to manage sport facilities that are based on sport tourism in Yogyakarta should consider professionalism aspect. It means that its management needs to involve two management analyses, namely analysis from sport perspective and of tourism one. If the two management systems could be combined well, sport facilities may really become a potential selling item for sport tourism industry in Yogyakarta. The development of sport facilities bases on culture and nature convincingly would contribute much toward the development of sport tourism in Yogyakarta. As a result, Indonesia would be more popular to be a tourist destination of the world.

The government, private companies, and the society should run the development and management of sport facilities professionally. Certainly, it needs to optimally make use of sport and tourism management in its implementation. In this case, Yogyakarta has more benefits due to its wonderful unique natural and cultural quality.

Keyword : *Sport Facilities, Sport Tourism*

Introduction

Performance of a sport event can never be separated from sport facilities. Whatever an activity done cannot be apart from the used infrastructure. The sport event focuses not only on the sport performance itself, but also on things that need

to prepare so that the event performs well. The development and preservation of the sport facilities are one of the important things that prepared by a country as a host of the sport event. The infrastructure is prepared so that athletes who compete and supporters who watch it feel safe, comfortable, and peaceful. The good infrastructure is very important to perform the event well. A classic problem that we often face is supplying donation for the development or preservation of the sport facilities themselves

An important event that was enjoyed recently was the European Grand Final Championship of 2004 in Portugal. As a host, Portugal prepared itself things that were useful for the smoothness of the event. One of them that still enjoyed and felt by Portugueses was the glory and beauty of soccer stadiums, the Portugal preparation that spent very much fund and needed a broad cooperation network was to renovate and develop stadiums that would be used for the European Country Soccer teams to compete, consisting of soccer stars admired by almost all of the people in the world. Besides, the preparation of stadium renovation and development was also for the soccer supporters who would come to Portugal from the Europe to support their teams. The supporters also were served with the Portugal natural and cultural beauty in architectural arts and soccer stadium *setting* forms. The Portugal Government realized that this event was effective and efficient to promote tour attraction it has. The Portugal Government also realized that as a host it must serve its guests with special presentations. It was very fantastic that a host Portugal could get big profit from renovating and developing the soccer stadiums only. A regional event like this European Championship was

very amazing, let's imagine that if the spot event in the world level like the World Championship and Olympic. How much profit a country will get as a host?

Actually, Indonesian itself has tried to get a profit from the sport event performance - we get not only proudness but also popularity. In 1962, Indonesian had been a host of sport championship in an Asian Level – that is, ASIAN GAMES IV, and in 1963 it had been the host of GANEFO I (the South America, Africa, and Asian Countries Sport Championship) in Jakarta. At the time, Indonesian had just established a big sport complex, which known well as the Bung Karno Senayan Sport Stadium. The establishment of sport complex is very ironic indeed, at the time Indonesian got economy crisis that logically impossible to establish the sport facility as big and glorious as that. The existence of sport complex made Indonesian become a nation that had “greatness” in a sport field. After the ASIAN GAMES IV and GANEFO I events, Indonesian was rarely and even did never carry out such a big event. It is predicted that five to ten years later Indonesian cannot ever dream to be a host of multievent involving tens or hundreds countries like the Olympic or ASIAN GAMES (Endro Yuwanto, Rekor Republika, Saturday, September 9th, 2004). Such events as Sea Games in the Southeast Asia Regional level, are still rarely carried out in Indonesia. Jakarta as a capital city, which has sport facilities, more performs important events that may affect territory prosperity in the surrounding. Other potensial territories are lack of attention, because the available infrastructure is not sufficient. There are much profit may gain by performing a sport event, provoke potensial cities' spirit to

develop sufficient sport infrastructure soon. All society components must give participation, because they will also enjoy the effects of that.

The events that may become a place to perform the sport event are cities in Indonesian, which are a tour destination territory. Yogyakarta, as a popular tour destination territory in Indonesian and foreign countries, is very possible to develop various sport infrastructure with its nuance of natural and cultural beauty. The natural and cultural beauty of Yogyakarta can be prospective capital to develop sport tourism. Big sport event performance in Yogyakarta will give a maximum contribution to the Yogyakarta tourism, because people can enjoy sport performance besides they can also enjoy the natural and cultural beauty of Yogyakarta. Of course, the performance of this sport event needs various supporting facilities. Therefore, Yogyakarta must develop and manage sport facilities professionally. These sport facilities become a sport tourism object, in which people can enjoy directly. Not only athletes and officials but also supporters – people more involving in the sport tourism – can enjoy it.

Up till now, Yogyakarta itself still carries out sport minimally, in a national, regional, or International level. It is because the sport facilities that are required to perform a certain sport event are less sufficient. The limited sport facilities affect the sport development itself. Yogyakarta sport achievement in the national level has not showed significant development. Yogyakarta still has a broad area, so that it can be used to develop good and sufficient sport facilities to perform big sport events. The Yogyakarta Government must attempt to develop and manage the sport infrastructure in the International level soon. Actually, the

available sport facilities management has not been done professionally. Needs and development of society sport increase continuously. The society exercises in insufficient places. Safety, comfortness, cleanness factors, etc. become an indicator for success of performing a sport event and affect on number of people watching the event. Thus, management of sport infrastructure that invite many people involving in a sport event is required, so finally the sport tourism in Yogyakarta can improve.

The Sport Facilities

Generally, infrastructure means everything that functions as supporting means used to performance of a process (an effort and development) (Soepartono, 5: 2000). The sport infrastructure can be defined as something that enable or accelerate a duty and has relative permanent characteristics. One of them is difficult to move. The sport infrastructure is as follows: basketball fields, tennis fields, halls, soccer stadiums, athletic stadiums, and so on. Sport means is something can be used or useful to carry out a sport activity. They consists of sport goods (*apparatus*) and equipment (*device*) (Soepartono, 2000: 6). The sport needs are something used, such as: Jump Case, Single Crossbar, Parallel Crossbar. Bracelets, Horses, etc. The sport equipments (*device*) are something equip infrastructure needs, such as: net, a flag for sign, border line, etc. and something can be played or manipulated with hand or foot, such as: Ball, racket, hammer, etc. Other terms, which now are more known, are sport facilities. The sport facilities are all infrastructure consisting of all sport fields and buildings and their

equipments to perform a sport activity program (Soepartono, 2000: 6). Thus, it can be concluded that the sport term includes sport facilities.

There are many facilities and also many ways to categorize the facilities. In a certain situation, its purpose is very broad and related to many sport activities (Harsuki, 2003: 161). For example, a versatile school gymnasium may be designed for exercise and interschool sport competition, for a physical education subject, a school theatrical, and for a ceremony of class promotion. Conversely, a swimming pool is designed closely to a certain activity. Such facilities as softball complex, bowling places, motorcycle track, are single facilities. Perhaps a fitness center may serve a room for gymnastics, swimming, tennis, jogging, and load exercise. Besides, there are also other equipments, such as a locker for special things, good lavatories for men and women, change rooms, administration offices, meeting rooms, toilet or W.C., sport devices, small restaurants, and so on. Whereas sport building, arena, and stadium serve a room not only for activities but also for spectators. The facilities are called facilities for spectators (Harsuki, 2003: 162). The main stadium Gelora Bung Karno has sit capacities for about 100.000 persons, while Senayan Sport Palace has 10.000 sit capacities. According to James B. Parks and Jerome Quartermen in Harsuki (2003: 162), nowadays, National and International Sport Activities and a facility like a sport complex is usually related to a tourism activity.

A sport facility standard consists of a building price standard, a building quality standard, and a preservation budget standard, etc. The sport facility standard must be based on National or International regulation. The result of sport

facility workshop and seminar carried out through a sport achievement reconstruction project decides that per capita wide standard is about 1,4 m² per person, and then proposed to increase into 3,5 m² per person (Soepratono, 2000: 12). Preparation of sport facility is always related to the horizontal and vertical sport activity (Purnomo Hadi, 2003: 384). Horizontal means spreading and broadening, that is, appropriate with the concept of “sport for all” objecting to physical fitness. Vertical means directing upside that object to achieve the highest achievement in certain sport branches. To fulfill the two activity directions sport facility needs are required to pay attention related to fund, quality, and quantity factors. The factors are very greatly related, so that integrated programs can be accomplished to support all sport activities (Purnomo Hadi, 2003: 384).

The Sport Tourism

In the end of 2003, the World Tourism Organization (WTO) has discussed about an interesting theme to celebrate the World Tourism Day in 2004, that is *Sport and Tourism: Two Living Forces for Mutual Understanding, Culture, and The Development of Society*. The theme is the result of *Joint Message* between WTO (World Tourism Organizations) General Secretary and IOC (International Olympic Committee) president. Sport and tourism have same objectives, that is: to develop understanding each other among cultural, life style, and tradition differences, to promote peace and a good nation, to motivate and inspire the youths, and to give entertainment and pleasure in pacing life pressure daily in most society. The purpose and objective of the theme are all countries in the world

try to improve sport become two powers, as what WTO suggests: 1) Hopefully each territory can develop a sport and tourism activity and sportsmanship among people, 2) sport and tourism can work together to increase national development, 3) Each territory has an active role to enrich the sport and tourism activity, both support each other and carry out the national development continuously (Pointer World Tourism Day, 2004). All of them are the results of observation and research carried out all this time, which based on the performance of sport events in the International level. There are so many profits a country or city will gain from the sport event involving many people. The performance of sport event have a big effect on the tourism development in the country or city. Such big events as Olympic, Soccer Championship, and rugby, and car race will bring about tour attraction. In addition, sport and tourism may impress good tourism for the host.

Sport Tourism, place the *tourism* word as a more important word than the *sport* on; if we want to search the explanation of its idiom, then the question will help us is *what kind of tourism?* (Hendri A.K. and Agus Suyanto). Therefore, becoming *sport* as main power, based on economic perspective, it means that tourism and sport function as a product theme. A tourism product is everything can be bargained (sold) as a tourism commodity and main component of tourism product, that is attraction, amenity, and accessibility (triple A) (Hendri A.K. and Agus Suyanto, 2004: 3). In a sport tourism field, tour attraction can be a sport activity, main stadium, sport museum, and everything related to sport, which attract tourists' attention to come to a destination. Thus, sport tourism is a kind of tour travel that use the sport activity as a tour main attraction (Hendri A.K. and

Agus Suyanto, 2004: 3). This activity can be done by spectators or athletes themselves when taking tour travel to compete or watch a sport event like a friendship competition, exhibition, etc. Both athletes and spectators use the tour product, that is traveling and using tourism facilities, such as, transportation means, accommodation, restaurant, and other facilities. James J. Spillane (2001: 30) says that *sport tourism* is tourism for sport that divided into two categories, that is: 1) Big Sport Events, such sport events as Games Olympic, World Ski Championship, World Boxing Championship, and other events which attract much attention not only for the athletes themselves, but also thousands of spectators or fans, 2) *Sporting Tourism of the Practitioners*, that is, the sport tourism for those who want to exercise and practise it oneself, such as, hiking, horse racing, hunting, fishing, and so on. A country that has many sport facilities or places like this can surely attract a big number of supporters of this tourism sport. Thus, based on the opinion, it is concluded that *sport tourism* is tourism that gives priority to everything related to sport as a tourism object, whether competition, sport facilities, sport museums, sport exhibitions, sport conferences, festivals, and so on. The sport tourism is also defined as tourism through a sport activity purposed to please oneself.

The Sport Facilities in Yogyakarta

Yogyakarta consists of five regencies/ cities with about 3.186 km² in width and inhabits lack and more 3.311.812 people (the data in 2000) (Yogyakarta Tourism Direction, 2003: 1). If we emphasize on the sport facility wide standard

per capita is 3,5 m² per person, with a number of people about 3.311.812. Yogyakarta must have sport facility about 11.591.342 m² in width. Based on the sport facility width standard owned by Yogyakarta official, the question is *Does Yogyakarta have such sport facility width?* The Yogyakarta government can answer the question. Based on the writer's observation, at this time Yogyakarta has own sport facilities, but they are lack of sufficient.

Perhaps planning and developing of sport facilities had been done to increase and fix the sport facilities in Yogyakarta. For example, establishing a soccer stadium seems important to do soon, so that a soccer event at least in the national level can be performed. It may be because increasing of this sport and very high enthusiasm of society as spectators/ supporters of their teams. Up till now, indeed, Yogyakarta has team that can compete in the national level. The Yogyakarta Government must also pay attention to other sport development, which needs also good sport facilities to attract people's interest to the sport.

The available facilities in Yogyakarta, mostly are owned by universities. For example, the Gadjah Mada University has a Madya stadium used to exercise or other events. Now, the Yogyakarta State University has been establishing sport facilities involving many society components. However, unfortunately, the establishment stumbled on money. In fact, it spent very much money, moreover if we want to establish sport facilities in a certain standard. Perhaps the facilities are not appropriate with the international standard because its use will be more for about 57 % from the early development and spent almost 11 million rupiah.

Therefore, it needs a good cooperation among central and regional government, and also private institutions.

Nowadays, the Yogyakarta sport facilities are also preserved well. Fix and preservation of the sport facilities will be done if there is event performance only. Continuous preservation seems lack and does not use good management. Cleanness, safety, comfortness, orderliness in performance will be felt by a society as spectators or athletes, but seeing situation like this it is impossible that they will enjoy the sport competition or exercise well. Various sport facilities must be managed professionally and continuously, so that the sport facilities preserve well.

Management of Yogyakarta Sport facilities and Sport Tourism

As explained above, the sport tourism has not only a tourism object but also its sport performance itself. The available sport facilities are a very important sport tourism object to be paid attention by a sport tourism society. Attractive sport facilities will add a sport tourism point, so that people will come to a sport event not only to compete or watch the sport competition but also to feel and enjoy beauty and comfortness of situation in which an event performs. Sport facilities should also give safety and orderliness guarantee for people who follow the sport tourism. It has been suitable, cities in Indonesian establish sport facilities in the International level to perform the sport event involving many countries, and give big profits to the development of the cities.

Yogyakarta is one of the popular cities in the world with its natural and cultural beauty. It is suitable that Yogyakarta can perform a big sport event. Means supporting tourism has been available in Yogyakarta, beginning from a hotel to tour attraction can be enjoyed by *plan* to renovate and preserve the available sport facilities, or even establish a new and integrated sport complex. All of them must be carried out professionally and responsibly, so that the sport facilities can be used whenever the event performs.

The sport facilities must be established and prepared professionally, so that it is important to organize good sport facility management. Sport facility management is process of planning, administering, coordinating, and scoring of daily implementation of sport facilities (Harsuki, 2003: 160). These duties involve a rule of broad responsibility, including marketing facilities, promoting facility events, preserving facilities, and employing and discharging employees. The development and preservation of sport facilities must be done professionally, because it is important to secure continuity of the sport facilities themselves. According to Ezersky and Theibert (1976: 31-33), the development and management of sport facilities planning must have relation with people involving so that its aims can be fulfilled. The people are *Profesional staffs, Supporting Agencies, Detractors, Statewide or National Profesional Organization, Political Consideration, and The Media*. All of them should cooperate each other to develop and manage the sport facilities.

The sport facilities are developed to fulfill requirements of good sport event performance in a National or International level. Thus, it needs good

planning and development that involve the people above. It must be done to accelerate the development of sport facilities corresponding with the aims. Fund often becomes an obstacle to develop the sport facilities in the International level. However, that becomes a profitable investment for people in the surrounding at the time sport tourism tourists visit there. One important thing when the development of the sport facilities finishes is that a profit of both Tourism and Sport Industries will become a driver for economical development stability, creative workers and further generations.

As has been explained above, the sport facilities has a standard in the form of building, measure, preservation, etc. All of them is responsibility of institutions who have the facilities. The good and structured planning is also a good facility. Development without the good planning will result in bad facilities later. It is required to make planning and designing of facilities that fulfill technically requirements and rules of respective sport branches. According to Harsuki (2003: 162-163), There are some need and considerations purposed for designs and operational of a sport facility, that is: 1) User needs that are determined from a direct survey, have been owned and repaired; International and National Federations determine the requirements, 2) Architects and engineers must notice an activity that will perform and the requirements that are appropriate with user group needs, such as: needs of floor surface, competition lighting lamps, sound system means, multiuse rooms., 3) Planning of operational, preservation, cleaning, and special serving for spectators or mental defectors, 4) drawing

facilities clearly, 5) effectiveness and efficiency of fund use, and 6) transportation means.

Harsuki (2003: 163) also points out his consideration about building construction that will be established, that: 1) design and development must be for a long range plan; It is related to the effectiveness and efficiency of fund use, 2) preparing high qualified and imperishable means, 3) fund thrift to replace time in the future, 4) Used sources and their effects on the design, 5) adjust with a performing event. In addition, operational consideration is important to preserve the facilities well. The preservation is that: 1) designing such facility management and so on as personnel, operational cost for utilization, preservation, safety, cleanness, and so on, 2) Other activities that can perform, 3) preserve facilities to maintain their modernity or up to date, 4) increase income and decrease expenditure, 5) recruitment of profesional employees, 6) search possible better income, 7) promote available facilities and programs to societies, 8) prepare repair/fix cost from operational fund. After organizing some considerations about developing and managing sport facilities internally, another important thing is make some considerations of programs that will be carried out in the sport facilities (Harsuki, 2003: 164-165). The program considerations are: 1) user group, 2) service for user needs, 3) asking support to the Government if it is involved in sport achievement construction.

The considerations are forms of good sport facility management. Indeed, the sport facility management needs supports from all society elements, government, private institutions, or society as users. All of them must notice that

the facility management is important for the continuity of the facilities themselves. This management may be applicable in Yogyakarta, which, in fact, has various sport facilities, or Yogyakarta plan to develop modern and integrated sport facilities that are appropriate with the people and era demands.

The sport facility management that tourism-oriented as tour attraction has relation to uniqueness and aesthetic aspects. The sport facilities that has a unique and high aesthetic building will attract sport tourists who visit the place. Good sport event performance and sport facilities, which has the two aspects, will realize the sport facilities. Improvement of sport tourism consists of developing a tourism object itself, developing sport tourism set, developing sport tourism service, and developing sport tourism promotion (Hendri A.K. and Agus Suyanto, 2004: 8). The sport facility management that is oriented to the sport tourism improvement includes into two things, that is, developing the sport tourism object and developing the sport tourism service. As what has been said that the sport facilities includes into the sport tourism object, so that it needs to improve according to a tourism approach, which has a unique and aesthetic characteristic.

The sport facilities that has unique building, construction, or management will increase their attraction for sport tourists. The sport facilities in some countries has uniqueness that adapted with culture and nature of the countries. For example, a very futuristic stadium building that show era progression in the future., then the historical sport facilities, in which has something that remind us to sport events in the last time. The unique sport facilities will give deep impression to the tourists and then they will be back. The sport facility

management, beginning from planning, development, operation, management to preservation must be directed to show the facility uniqueness. The unique and exclusive nature and culture of Yogyakarta become an inspiration for development of a sport facility. The cooperation explained above is very important if we want the unique sport facility that attract the tourists. The Yogyakarta territorial government, in this case, the territorial tourism department, professional institutions, private institutions must work together to design and plan the development and management of sport facilities.

Aesthetic or beauty is a part that can never be apart from the tourism. Therefore, the sport facilities must have high aesthetic to become an amazing tourism object. The sport facility management can be directed to the aesthetic-based facility management. The high aesthetic nature and culture of Yogyakarta may become an inspiration for the development and management of the sport facilities. It is purposed to attract tourists' interest to visit the tourism object besides they watch the sport event performs. The sport tourists, in this case, the athletes and spectators will feel comfort in a beautiful sport facility. The beauty involves various factors of sport facilities, beginning from building architecture, means and equipment lay out, and available facilities cleanness. A big Islamic Scholar, Aa Gym, who is popular with his Heart Management even praised and impressed very much with the beauty of Old Trafford Stadium management in Manchester, England. Some stadiums even were established on fields that have beautiful sceneries, so that they increase the beauty of stadiums. As far as not

damage and pollute the surrounding it is ver possible to establish the sport facilities that have the natural *setting*.

The good sport facility management is one of sport tourism services. In this case, needs of use foe athletes and spectators are feeling comfort and safe when they compete or watch the sport competition. The needs must fulfill, so that the users can enjoy the sport tourism. The need fulfillment is developing and managing good sport facilities. The good sport facility management will give safety band comfortness to the sport tourists to enjoy the sport. Through this service the tourists will feel satisfied and impress good, so that they want to come beck to the place.

A project must be done by the Yogyakarta government is planning the development and management the available sport facilities that have uniqueness and aesthetic. Both tourism aspects give more high value for the managed sport facilities, because it is related to the number of tourists who visit and enjoy the uniqueness and beauty of the sport facilities, which based on the Yogyakarta nature and culture as a background. Illustrate that Yogyakarta is unique and beautiful through the owned sport facilities. The project cannot be done by central and regional government only, but also by all societies that are really interested in the sport. Paced barriers and obstacles can be solved if all components can make good cooperation. The available sport facilities will give work opportunities for societies and improve regional economy in the future.

Conclusion

The sport tourism has a economic value that give big effects on the development of a country or city. Two world institutions hold the two fields that decided that the sport tourism need to improve in countries in the world. The tourism day in 2004 even had the sport tourism as a theme. The sport tourism depends on the country or city itself that initiate to develop. The development involves many things related to the sport tourism activity.

The development of such sport tourism objects as sport facilities needs to be done, because it will increase the sport tourists attraction. The development involves the sport facility management that have uniqueness and beauty of regional nature and culture as a background. In fact, Yogyakarta that has the uniqueness and beauty of nature and culture may become a good inspiration for the development and management the sport facilities in Yogyakarta. Good cooperation among the government, profesional institutions in the sport and tourism fields, and all societies will be able to realize a facility in an International level, which has uniqueness and beauty. The sport facilities in Yogyakarta will be able to realize if Yogyakarta has the sport facilities, although there are many factors that affects the improvement of the sport tourism of Yogyakarta. As a popular tour destination in Indonesian, it is possible for Yogyakarta to develop the sport tourism to increase prosperity in this field.

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