

STRATEGY OF SPORT INDUSTRY DEVELOPMENT AS SUPPORTING TOURISM IN DIY

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ABSTRACT

The development of the sports industry has increased rapidly. New business opportunities in the field of sports are very wide open for sports lovers. Even today that is experiencing an increasing trend in the world of sports in the sports and tourism industry. With the existence of a sporting event somewhere in a muscle will increase the carrying capacity of the tourism sector. In the Special Region of Yogyakarta (DIY) has a very high chance between the sports industry and tourism. Where now there are many sports events held in DIY, both national and international level. On the other hand DIY has a very rapid development of tourism sector. Therefore the researcher intends to conduct research with the aim to know the strategy of sports industry development as a supporter of tourism in DIY.

This research is a qualitative descriptive study. Technique of data collection is done by observation, interview and documentation. Research subjects in this study involves managers of tourist attractions, sports event organizers and sports industry practitioners. The validity of data is done with the provision and triangulation of data through existing sources. Data analysis using SWOT analysis method by reducing data, presenting data, verification or drawing conclusion.

Along with the development of tourism in DIY which is experiencing an increase of special strategies are needed to attract tourists. Optimizing the management of several tourist objects thus increasing tourist interest. Promotion of tourism destinations in DIY also need to be improved, either through print media, electronic media and social media. In terms of services, some attractions still need to be improved. There needs to be structuring and regulation binding on all components of tourism management in DIY to realize an integrated service standard so as to provide comfort for the tourists both local and international. Optimizing the potential of tourism by cooperating with sports industry players to jointly synergize between the development of sports industry, especially sports events to increase tourism sector in DIY. Sport industry development strategy to support tourism in DIY one of them is to multiply even a large-scale sports events both national and international level by packing the sport-based event is a tourist. In addition it is necessary to maximize cooperation with the provision of services field tours and travel to be able to offer tourist attractions that can be visited. Another strategy, the need for cooperation between relevant agencies, tourism object managers, sports event providers and sports value provider to synergize together promote tourism in DIY. Mobilize and embrace human resources, community and tourism community to jointly encourage the development of tourism in DIY. It needs special assistance to human resources in order to be able to develop the sports industry that is packaged by combining the tourism sector. In addition, special strategies are needed to promote the sports industry's synergy with tourism simultaneously through printed media, electronic media and social media so that it can be accessed easily by people around the world.

Kata Kunci: *Sport Industry, Tourism*