

DEVELOPMENT OF THE ATTRACTION OF BEJIHARJO TOURISM VILLAGE BASED ON EDU SPORT TOURISM

by Dr. Cerika Rismayanthi, S.Or., M.Or.

ABSTRACT

In recent years, sport tourism has begun to develop in several tourist villages, and has even become a model in the development of the tourism sector in Indonesia, and currently Indonesia is considered one of the countries with a world sport tourism icon because it has the potential for natural and cultural beauty. One of the tourist villages that has natural potential is the Bejiharjo tourist village. In this tourist village there is natural potential which is used as the main attraction, including the Pindul Cave tour and Oya river rafting. Tourists are invited to explore nature with attractive packaging which eventually becomes one of the mainstay destinations in Yogyakarta. In an effort to develop tourist destinations in Bejiharjo village, it can be packaged with sports-based tourism management by optimizing its potential. Currently, the management has not targeted opportunities in the sports tourism sector because they cannot afford it.

Melihat dari permasalahan tersebut pengelola desa wisata, seharusnya dibekali dengan pengetahuan dan keterampilan dalam manajemen pariwisata berbasis sport tourism melalui sumber daya yang dimiliki. Dalam konteks ini, pengenalan *sport tourism* lebih detail baik secara teori maupun praktik dapat dijadikan salah satu solusi untuk pengembangan daya tarik di desa wisata bejiharjo. Sebagai langkah yang diperlukan saat ini perlu dilakukan kegiatan pelatihan Pengembangan daya tarik desa wisatabejiharjo berbasis edu sport tourism. Tujuan kegiatan pelatihan adalah memberikan motivasi kepada pengelola DESA WISATA Bejiharjo dalam program berbasis *edu sport tourism*. dan memberikan pengetahuan dan keterampilan bagi pengelola dalam mengelola program berbasis *edu sport tourism*.

Kata Kunci: *Village, Tourism, sport, tourism*