

Development of Trekking Sports Based on Local Wisdom in Supporting Tourism Sport Industry

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Abstract: This study aims to develop sports trekking as one model of tourism sports based on local wisdom. This research is development research with qualitative method. The subjects involved in this study were government representatives, community leaders, academics, tourists, and organizers of trekking activities. Research location in Buleleng Regency Bali. Data collected through observation, interview, and field testing. Data were analyzed according to the research focus. The results showed that research on trekking sports activities conducted in tourist destination by combining local wisdom is very interesting for tourists. The model of trekking sport activities developed based on local wisdom in Buleleng Regency is a valid, applicable and effective model as a supporter of the tourism sports industry.

1 INTRODUCTION

The sport industry is now able to influence the world's economy. Some developed countries have been able to make the sports industry a part of a seriously developed industry that is being developed seriously. The development of the sports industry cannot be separated from the tourism aspect.

An interesting development is the growing interest of tourists with special interests, the potential of natural and cultural resources that can be developed into recreational sports & recreational tourism commodities in Indonesia, among others: business tourism, beach tourism, and cultural tourism, cruise tours (Mutohir, 2013). The first congress on tourism sports was first implemented in 2001 which resulted in the importance of special studies on tourism sports to improve the economy. The development of tourism sport cannot be separated from local wisdom.

Nature tourism is a tourist attraction developed based on the grace of beauty and uniqueness available in nature (Suyitno, 2013).

A good tourism structure will help in increasing the level of visits because it helps tourists in determining the attitude when choosing a tourist destination and determine the form of activities to be performed (Choi, 2012). According to Article 5 of the Law of the Republic of Indonesia No 10 of 2009

Tourism is organized with the principle of: Upholding religious norms and cultural values as the embodiment of the concept of life in the balance of relations between humanity and God Almighty, the relationship between humans and fellow human beings, and relationships between people and the environment, upholding human rights, cultural diversity and local wisdom, benefiting the welfare of the people, justice, equality and proportionality, preserving nature and the environment, empowering local people.

Bali is suitable to develop tourism sport based on local culture / wisdom, because nature and culture in Balinese society to date is still able to charm the tourists. The reason strongly supports Bali as a pilot center for the development of tourism sport, because Bali is already famous for tourism, so if this field is developed in Bali, it will inspire other areas to develop tourism sport.

According to the North / South Inter-Parliamentary Association (2014) tourism sport is a broad concept, in general, refers to the direct and indirect tourism benefits associated with consumers who are traveling to watch and / or participate in sport related activities or events. There are two kinds of objects in sports tourism that are the first to hire sports for the sake of tourism development, while others are the result of sportbased (Homafar, 2011).

Sport tourism can be categorized as special interest type of tourism. Special interest tourism is

tourism that offers activities not normally done by tourists in general or tours with special expertise or special interest (Ismayanti, 2010 & Hignam, 2016). Sport tourism on the one hand is an extension of sports activities (Giorgio, 2007).

Some literature divides tourism sport into 3, that are: active tourism sport, tourism sport event, and nostalgia sports tourism. Among these are the most active areas of tourism sports. According to Tomik (2013) active sports tourism are: hiking, trekking, biking, canoing, sailing, horse riding, skiing and all physical activity in direct contact with nature.

Sports activities in the effort to enjoy the beauty of nature can be done many ways, among others, with trekking. Sports activities trekking can also be done for the purpose of scientific expeditions so that in addition to physical and spiritual fit can also add some new knowledge of both flora, fauna and other natural phenomena.

Travel activities by trekking is one type of adventure that involves exploration or travel to remote areas where tourists expect something unexpected with the risk already thought out and require good physical condition (Khan, 2015).

Disclosing the meaning of local wisdom that is associated with the culture of the local community, has an important meaning to maintain the cultural sustainability of a region. Indonesia's richness in culture is a big capital for the development of aspects of life to meet the era of globalization.

Singsomboon (2013) has summarized the definition of local wisdom into 4 types: local wisdom is abstract and related to religion, local wisdom is the potential that protects society, local wisdom is the body of knowledge, local wisdom is intellectual capital.

Development of tourism cannot be separated from the value of human life or there is no term tourism without culture, meaning that if an area promotes tourism is basically promoted is the culture in the destination (Maksimilianus, 2013).

The concept of anthropology, local wisdom is also known as local knowledge, or local intelligence, which forms the basis of cultural identity. While according to.

2 METHODS

This research is a kind of development research with qualitative approach. The stages of development research begins with preliminary research, modeling, expert test, field trial I, revision, field trial II, model found.

3 RESULTS AND DISCUSSION

3.1 Stage of Needs Analysis

The problem found in this phase is the lack of managers of trekking sports raising local wisdom related to ecological, culinary, social, and cultural wisdom.

3.2 Model Compilation

This stage aims to design a model, the model designed is trekking activity, based on local wisdom as a supporter of the sports tourism industry in Buleleng district.

3.3 Model Validation

Design models that have been designed based on preliminary studies and theoretical support of tourism sports and local wisdom in the form of textbooks and scientific journals. From the results of validation of experts then this model can be implemented with attention to the advice of experts.

3.4 Trial Results

3.4.1 Jungle Trekking

The concept of jungle trekking, in principle, is the tourists are invited to pass the existing forest conservation area in the area of Gobleg village Banjar district Buleleng district. In the implementation of the tourists are introduced to all the flora and fauna that are within the conservation forest. Trekking activity in this forest path begins registration. The next activity is the presentation of traditional drinks and snacks that serve as a welcome drink. This dinner presents a typical drink community around the coffee drink with added brown sugar. The next activity is to do warming up in accordance with the activities to be performed.

Further activities start with trekking activities to be guided by local guides. The types of plants to be encountered are typical tropical forest plants and some of the fruits used in traditional medicine in Bali. Walking about 40 minutes then tourists will be invited to visit a temple that is Ulun Danu Tamblingan temple located amid the forest conservation. In this area tourists will be given information about the existence of the temple Ulun Danu Tamblingan and also the function of this temple

in the order of the Balinese people in the land by the Hindu religion. Guides will provide very selective information of a general nature to travelers, as there is some information that is not allowed to be open in general, this is in accordance with the instructions of the ancestors in the village of Gobleg.

End of activities is playing traditional sports gangsing. Gangsing sports are played by groups clashing to defeat each other. End of this activity tourists are given the opportunity to try playing this gangsing. The purpose of this activity is to introduce the original game of the community around Lake Tamblingan which has been hereditary developing this region.

3.4.2 Water trekking

The registration and welcome drink process is the same as in jungle trekking. The concept of the implementation of water trekking activities is an emphasis on the involvement of tourists with local communities. Trekking activity begins from a community plantation site consisting of a variety of typical highland plants. Tourists are introduced to a plant commonly used in the process of religious ceremonies and plants used for cooking. Activities in the water trekking there are some that can be done by tourists are welcome to try to pluck cloves using traditional climbing tools that by the community called 'Banggul'

The next activity is to see and try to blend civet coffee which is a plant that was planted in the area. Another advantage that will be obtained by tourists in this water trekking program is the path will meet at least three waterfalls each of which has different heights.

The process of running water trekking on the road to be traversed will meet some wild animals that live freely in the area, like wild chickens and some bird species. In the trekking track will also be found some spice trees that grow in the region. At the end of this activity tourists are asked to comment on trekking activities they have done. The response of the tourists to the program was excellent, they were very impressed with the panorama and the information provided by the guide about nature they saw during the trekking implementation on this path. The results of trials in waterfall trekking get good response from tourists who stated that trekking activity in this path is very interesting. How you think about our activities today, Wis: informative, educational and exciting, now we know very much, we are very considerate, very good. (Interviewed on October 10, 2016).

3.4.3 Village Trekking

The implementation of villange trekking begins with the same registration and welcome drink process with the program's two programs. The villange trekking program begins with trekking down a country road in one corner of Gobleg village. Tourists will be invited to the flower plantation that only develops in the area of this village. This flower is called a thousand broken flowers. A thousand broken flower is one of the most important flowers in the offerings (banten) in the Hindu audience in Bali.

The next activity is to visit a traditional community house in Bali that uses kosala kosali concept. This concept is still firmly held by the people of this region. In the concept of this study the introduction of tourists to the real situation to be *uggulan*, for example, tourists are invited to see how the community gathered with other residents using banjar hall. Implementation of trekking will also visit in one of the houses that specifically make a place of worship for Hindus. Where each ornament or carving has a different meaning different. At the end of this activity tourists are invited to meet the local residents in one of the houses. This activity is also used to request comments from tourists for the execution of this activity, and the result tourists are very impressed with this program. The results of trials in village trekking get good response from tourists who stated that trekking activity in this path is very interesting (interview date 11 October 2016).

4 DISCUSSION

The implementation of research on the development of sports model of trekking in supporting tourism sport based on local wisdom in Buleleng regency Bali is the development of trekking activity that has been there.

In accordance with the situation analysis conducted by the researchers, it is found that the implementation of trekking has not been able to integrate trekking activities and local wisdom. Based on the analysis of the situation or preliminary analysis, the researchers tried to combine the trekking activities and local wisdom into a tourist attraction that is managed by people who are members of the tourism conscious group in Buleleng regency of Bali.

This concept is in accordance with the concept of sustainable development, which has the meaning that all development activities always involve the community and the benefits of these activities can be directly enjoyed by the surrounding community. The concept of tourism sports development requires

cooperation from government, community, and universities through research and community service programs. The roles of some of these institutions were greatly enhanced in the initial process through several studies and studies.

The concept of developing local wisdom is divided into several things: local ecological wisdom, local social wisdom, local culinary wisdom. People understand that nature is a unity that can not be separated from the community and indeed this is in accordance with the concept of "Tri Hita Karana" which has been the guideline of Balinese society in general in everyday life. Tri Hita Karana is the three things that make life will be happier and prosperous. Tri Hita Karana is the living philosophy of Balinese society which contains three elements that build the balance and harmony of relationship between man and God, human with human, and human being with environment which become source of prosperity, peace and happiness for human life (Bali Provincial Regulation No. 2 Th 2012). The concept of Tri Hita Karana is a foundation in the implementation of daily activities. The development of community-based tourism sports is the development of tourism sport by emphasizing the harmony of society, nature, culture with visitors who are imbued with local wisdom of the region as a tourist attraction. Community involvement from planning, implementation to monitoring and evaluation is central to the activities taken in this study.

5 CONCLUSIONS

Conclusion: The development of sports model of trekking as a supporter of tourism sport based on local wisdom in Buleleng district is in demand by tourists. The results of this study is a model of tourism sport that meets the criteria of validity, practicality, effectiveness, and sustainable.

Suggestions: This research is as follows: government institutions are expected to be better in making the potential of nature and culture in developing tourism sport, for Indonesian sport institutions to further develop the tourism sport industry through development research.

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