

Potential sports industry Segorogunung village: a strategy for the paragliding sport tourism development model

Potencial industria del deporte en el pueblo de Segorogunung: una estrategia para el modelo de desarrollo del turismo deportivo de parapente

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Resumen. Los objetivos de este estudio son los siguientes: (1) Determinar las oportunidades, amenazas, vulnerabilidades y fortalezas de la colina parapente como atracción turística en la aldea de Segorogunung; y (2) Establecer una estrategia modelo para el desarrollo del turismo deportivo de parapente en la aldea de Segorogunung. Esta investigación emplea una metodología de estudio de caso descriptivo cualitativo que incorpora un enfoque de investigación integrado. Utilizando un enfoque basado en conceptos de gestión estratégica, se utilizan análisis cualitativos descriptivos y FODA en el análisis de datos de investigación. Los resultados de la investigación indican lo siguiente: (1) El valor acumulado del factor de fuerza es 1,758; el valor acumulado del factor de vulnerabilidad es -1,255; el valor acumulado del factor de oportunidad es 1,855; y el valor acumulado del factor de amenaza es -1,445. (2) La puntuación IFAS acumulada para (3) El modelo de estrategia progresiva para el desarrollo del turismo deportivo en la aldea de Segorogunung requiere los siguientes pasos concretos: a). Implementación del marco pentahelix para facilitar el crecimiento y progreso del turismo deportivo de parapente. B). Cultivar un sentido compartido de respeto mutuo, confianza, responsabilidad y beneficio; establecer foros de comunicación intersectorial; desarrollar planes maestros para el desarrollo; y fomentar la colaboración en la gestión para implementar un sistema de gestión basado en la buena gobernanza. Según los hallazgos de este estudio, el parapente como incentivo de turismo deportivo en la aldea de Segorogunung logra la clasificación del Cuadrante I (modelo de estrategia progresiva). Esta circunstancia es extremadamente ventajosa para los administradores de turismo de parapente, la administración de la aldea y la administración regional de Karanganyar Regency.

Palabras clave: Industria del deporte, Parapente, Segorogunung Village, Turismo deportivo.

Abstract. The objectives of this study are as follows: (1) Determine the opportunities, threats, vulnerabilities, and strengths of the paragliding hill as a tourist attraction in Segorogunung village; and (2) Establish a model strategy for the development of paragliding sport tourism in Segorogunung village. This research employs a qualitative descriptive case study methodology incorporating an embedded research approach. Utilizing a strategic management concept-based approach, qualitative descriptive and SWOT analyses are utilized in research data analysis. The research findings indicate the following: (1) The accumulated value of the strength factor is 1.758; the accumulated value of the vulnerability factor is -1.255; the accumulated value of the opportunity factor is 1.855; and the accumulated value of the threat factor is -1.445. (2) The cumulative IFAS score for the (3) The progressive strategy model for the development of sports tourism in Segorogunung village requires the following concrete steps: a). Implementation of the pentahelix framework to facilitate the growth and progress of paragliding sports tourism. B). Cultivating a shared sense of mutual respect, trust, accountability, and benefit; establishing cross-sector communication forums; developing master plans for development; and fostering management collaboration in order to implement a management system based on good governance. According to the findings of this study, paragliding as a sports tourism incentive in Segorogunung village achieves Quadrant I (progressive strategy model) classification. This circumstance is extremely advantageous for paragliding tourism administrators, the village administration, and the regional administration of the Karanganyar Regency.

Keywords: Sports industry, Paragliding, Segorogunung Village, Sports tourism.

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Introduction

Indonesia possesses invaluable resources (Guntoro et al., 2023; Setyowati, 2021). Prosperity and the well-being of the Indonesian nation can be enhanced through the utilization of its primordial heritage, diverse flora and fauna, strategic geographical location, historical, artistic, and cultural heritage, and natural conditions (Mirwanto & Hukum, 2019). This is contained in Pancasila and envisioned in the Preamble to the 1945 Constitution of the Republic of Indonesia. These resources and capital need to be utilized optimally through the implementation of tourism which is aimed at increasing national income, expanding business opportunities, encouraging regional development, utilizing human resources. Tourist attractions and destinations in Indonesia, as well as fostering a sense of love for the country and strengthening friendship between nations (Cahyowati

et al., 2022).

Sports Tourism is an important contributor in encouraging the development of the economy and the business world (Pradipta Setyanto et al., 2023). Sport is an important factor in maintaining and preserving a culture of achievement for each individual (Hidayah et al., 2024; Pratama et al., 2019, 2024; Santosa et al., 2024). The annual growth trajectory of global tourism indicates an exceptionally accelerated development (Ivanny Julisa Utami, 2023). One contributing factor to this phenomenon is the evolution of the global socioeconomic landscape, which has resulted in an increasing number of individuals possessing increasingly high incomes (Sudini & Arthanaya, 2022). Tourism has developed into a global phenomenon, a basic need, and part of human rights that must be respected and protected (Rostiyana et al., 2023). Society, the tourism in-

dustry, and the private and regional sectors have an obligation to safeguard the right to travel for all individuals, which contributes to the advancement of international peace, the promotion of human dignity, and the expansion of prosperity.

Sports activities can serve as attractions that enable visitors to tourist destinations to acquire genuine experiences (Avsiyevich et al., 2020; Takata & Hallmann, 2021). The identity of a destination can be significantly shaped by the influence of sport (Indrawan & Aji, 2019; Leal Londoño et al., 2021). At present, there are two prevalent forms of sport tourism: hard sport tourism, which involves participation in recurring competition events like the Asian Games, Sea Games, and World Cup, and soft sport tourism, which relates to recreational activities like cycling, running, aeromodelling, and surfing (Putri & Amalia, 2020).

Paragliding is an exciting form of aerial adventure to meet the needs of tourists, so this has made paragliding a popular adventure activity (Ayazlar, 2015; Yasmin et al., 2021). Paragliding tourism has its own attraction to increase local and international tourists (Gyepi-Garbrah & Preko, 2022). The safety factor in this sport has been developed using media technology such as Go Pro (Kirsten, 2023). The potential of paragliding has attracted researchers to develop a strategy to improve the sports industry through paragliding in Segorogunung Village.

Paragliding Hill, located in Segorogunung Village, Ngargoyoso District, Karanganyar Regency, is one of the aerospace sports tourism destinations. A sport that is considered extreme for some people, but can be an exciting sport for extreme sports lovers (Iriawan, 2022). This place is in a plantation area which has a beautiful hilly landscape. Tourists will be invited to float across Segorogunung village and the green tea gardens in Kemuning village. The cool air will immediately hit you when tourists fly alone or tandem paraglide. Not only that, various activities are also available, from watching the beautiful scenery, camping, to taking photos against the backdrop of green hills covered in tea plantations. This potential requires an effective approach so that sports tourism can develop more optimally (Batyrbekov et al., 2023).

A paragliding championship event on the Indonesian paragliding championship schedule is the Kemuning national paragliding series championship. This is the inaugural national championship to be conducted in Karanganyar Regency. This event will be held at the paragliding hill in Segorogunung village, Ngargoyoso subdistrict, Karanganyar regency, from July 28-31, 2022. 114 individuals representing 12 provinces participated in this national paragliding competition, which was organized as follows: DKI Jakarta Province, West Java Province, East Java Province, Central Java Province, Papua Province, Central Sulawesi Province, Sulawesi Province West, North Sulawesi Province, and South Sulawesi Province. Additionally, the presence of sporting events or events serves as a benchmark for attracting more

visitors (Ziakas, 2023). The large number of visitors requires a high level of safety to avoid injuries that could be experienced, this requires in-depth analysis to avoid the danger of accidents (Ramos Cabal, 2021).

Development of a paragliding hill as a sports tourism attraction with the objective of maximizing visits from both domestic and international visitors has been require in light of the aforementioned issues. Scientists are thus intrigued by the prospect of undertaking an investigation title " Potential Sports Indusrtý Segorogunung Village: A Strategy for the Paragliding Sport Tourism Development Model".

Material & methods

This research employs a descriptive qualitative case study methodology incorporating an embedded research approach. Case study research that is embedded and employs multiple or numerous units of analysis. Embedded case study research derives its name from its association with predetermined units of analysis. The unit of analysis is essential for enhancing the research's concentration on its intended goals and objectives. The establishment of the unit of analysis is achieved by means of theoretical investigations (Yin, 2011). Qualitative research is an inquiry process that explores social or human problems, researchers build a holistic, complex picture, analyze words, report informants' views in detail, and conduct studies in natural settings (Creswell, 2009). Data collection was carried out by distributing questionnaires and in-depth interviews to the Karanganyar Regency youth and sports tourism office (Disparpora), paragliding tourism managers, KONI Karanganyar Regency and Surakarta City, and the community, supported by documentation and direct observation (observation). Secondary data was obtained from books, journals, websites and other literature studies. The data analysis technique in the research uses SWOT analysis through a strategic management concept approach, then conclusions are drawn. SWOT analysis (Strengths, Weakness, Opportunities, Threats) is carried out to determine the weight, rating and value score on internal strategic factors (IFAS) and external strategic factors (EFAS) (Kamaluddin, 2020; Putra, 2019).

Results

This sports tourism is a special attraction as the leading sports tourism in Karanganyar Regency. The strategy model for developing a paragliding hill as a sport tourism attraction can be determined from the results of the SWOT calculation by considering the total IFAS score value and the total EFAS score value. Following are the results of these calculations.

The horizontal row of the abscissa (X) is determined using the total value of internal strategy factors (IFAS), which is obtained from Table 1. Given that strengths are quantified at 1.758 and weaknesses are quantified at -1.225, the sum of the values of strengths and weaknesses yields a final

product of 0.533. Therefore, paragliding as a sport tourism attraction can be classified as being on the positive abscissa or X-axis, where the strength factor surpasses the vulnerability factor. In the meantime, the matrix below displays the total external strategy factor score (EFAS).

Table 1.

Total Internal Strategic Factor Score (IFAS)				
Rank	Internal Strategic Factors (IFAS)	Weights	Ratings	Score
Strength				
1	The environment	0,102	3	0,307
2	Accessibility	0,102	3	0,307
3	Developing area	0,101	4	0,406
4	Local cultural wisdom	0,101	4	0,402
5	The beauty of natural panorama	0,084	4	0,337
Weakness				
1	Financing or budget	0,105	-2	-0,211
2	Environmental awareness	0,105	-2	-0,211
3	Facilities and infrastructure	0,103	-2	-0,206
4	Transition of land use	0,101	-5	-0,503
5	Expansion plan	0,096	-1	-0,095
Total Score		1		0,533

Table 2.

Total External Strategic Factor Score (EFAS)				
Rank	External Strategic Factors (EFAS)	Weights	Ratings	Score
Opportunities				
1	Alternative tourism needs	0,102	4	0,407
2	Economic Growth	0,101	5	0,504
3	Government Policy	0,097	3	0,291
4	Political Stability	0,096	2	0,192
5	Tourist Visits	0,092	5	0,461
Threat				
1	Ecosystem damage	0,107	-5	-0,536
2	Security breach	0,104	-2	-0,208
3	Regional boundary conflicts	0,102	-1	-0,102
4	Reduced plantation land	0,101	-4	-0,403
5	Land use conflicts	0,099	-2	-0,195
Total Score		1		0,410

The cumulative value of external strategy factors (EFAS), which is utilized to calculate the vertical row of the axis (Y), is obtained from Table 2. Given that opportunities are valued at 1.855 and threats are valued at -1,445, the addition of opportunities and threats yields a final result of 0.410. Based on the available data, it can be inferred that paragliding is positioned on the positive abscissa or Y-axis as a sport tourism attraction in Segorogunung village, Karanganyar Regency, where the opportunity factor surpasses the threat factor.

The quadrant analysis yields four quadrants, each with a distinct strategy and accompanying illustration that can be modified to suit the dimensions of the coordinates in the IFAS and EFAS matrix computations.

The utilization of a SWOT analysis to ascertain the optimal approach for fostering the development of paragliding sports tourism in Segorogunung village, Karanganyar Regency, is feasible, as indicated by the village's location in quadrant I with the X and Y axis coordinates (0; 533: 0.410), which signifies the prominence of paragliding as a sport and the allure of sport tourism in a scenario characterized by rapid expansion (progressive strategy). This circumstance presents a highly advantageous prospect for paragliding tourism managers, in conjunction with the village government and local government of Karanganyar Regency, to capitalize on established opportunities through

the enhancement of their respective strengths. The subsequent step, following the determination of quadrant coordinates and weighting, is the formulation of S-O, S-T, W-O, and W-T strategies, which are organized in the IFAS interaction matrix and EFAS SWOT according to internal factors (S) and (W) and external factors (O) and (T). As determined by the matrix analysis, the following concrete measures are required to implement the strategic model for the development of paragliding hills in Segorogunug village, Ngargoyoso subdistrict, Karanganyar regency:

a) The implementation of the pentahelix framework for paragliding sports tourism development entails the participation of various stakeholders, including autonomous and specialized academics, offline and online media, the business and industrial sectors, and paragliding communities and other communities residing in the vicinity of paragliding sports tourism destinations (DUDI).

Establishing collaborative management, establishing cross-sector communication forums, fostering a sense of mutual respect, trust, accountability, and mutual benefit; and implementing a sound governance system management framework are all components of this endeavor.

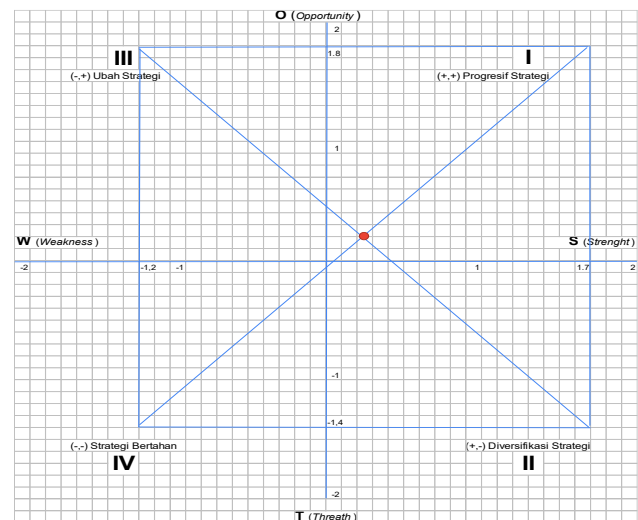


Figure 1. Matrix diagram of IFAS and EFAS factors

Discussion

Paragliding is an extreme, interesting and challenging sport that can be done individually or in tandem (Çalık et al., 2021; Canbek et al., 2015). Floating among the verdant kemuning tea plantations will be an activity extended to visitors. Tourists passing by while paragliding will immediately expose you to the crisp air. Additionally, a multitude of activities may be accessible. Camping, admiring the picturesque landscape, and capturing photographs amidst verdant hills adorned with tea plantations are all activities that can be engaged in. Driving from Karanganyar City to the location takes approximately fifty minutes and spans a distance of twenty-one kilometers.

The research findings indicate that the establishment of a paragliding sport tourism development framework in Segorogunung Village. Its robust management has resulted

in favorable circumstances for its further growth and advancement. Indicators of sustainable tourism include effective planning, development, and management (Cheng et al., 2023; Rasoolimanesh et al., 2023). There is no doubt that the tourism industry is making efforts to expand its tourist attraction sector (Amir et al., 2015). Development of tourist attractions is an endeavor to enhance the services and amenities required by visitors (Chaerunissa & Yuniningsih, 2020). Accessibility and the lodging industry are critical components in ensuring the success and satisfaction of visitors (Gössling & Lund-Durlacher, 2021).

Tourists who are empowered and content with the services provided by a tourist destination are more likely to express interest in revisiting the location (Ju et al., 2023; San Martin et al., 2013). Factors influencing tourists' decisions to visit include perceived experience, destination image, destination loyalty, comfort of the location, and service satisfaction and quality (Chen et al., 2023; P.J. et al., 2023; Xia & Xu, n.d.). The community's active participation is necessary for the development of great sports tourism (Chang et al., 2022; Eslami et al., 2019; Ma et al., 2023). The success of commercial sports tourism has had a positive impact on local residents in terms of the economy, social and cultural environment (Chang et al., 2020).

The development of a paragliding hill as a quality sport tourism destination requires the participation of stakeholders, who are frequently referred to as Pentahelix (Ismayanti, 2020). The growth of paragliding sports tourism requires the involvement of five stakeholders, known as the Pentahelix:

1) *Central Government and Regional Government*

The central government has an important role in developing sports tourism in a country (Lohana et al., 2023). Local governments need to determine what resources and opportunities are available locally that could be leveraged to grow sports tourism (Deki, 2019). This underlines the importance of support from the government, community involvement, and development strategy initiatives in exploiting the full potential of paragliding sports tourism (Raharjo & Octaviano, 2024). Sports fields, arenas, open areas, and other locations that may accommodate different kinds of sports are among them. The business sector, which includes travel agencies, lodging facilities, restaurants, and sports teams, can work with local governments to promote the growth of sports tourism (Rahajeng & Manaf, 2015). To optimize current sports tourism opportunities, businesses and organizations at the regional and national levels can benefit from unambiguous support for tourism (Ito & Higham, 2020).

2) *Paragliding Sports Tourism Community*

Athletes, coaches, instructors, sports organizations, the paragliding sports community, and society as a whole must work closely together to develop the paragliding sport (Khusniyah, 2020). Working together is crucial to the growth of the sports tourism industry (Mascarenhas et al.,

2021). Paragliding has the potential to grow in popularity and emerge as one of Karanganyar Regency's top sports tourism attractions with everyone's help and collaboration.

3) *Academics*

The role of academics in the development of paragliding is very important to advance this sport and provide support to paragliding athletes, including the potential to create opportunities that lead to paragliding tourism in a region (Septadiani et al., 2022). Academics can conduct research to develop the latest technology, equipment and techniques in paragliding.

4) *Media*

The evolution of paragliding is greatly influenced by the media. In this instance, the media may support, encourage, and advance this sport in a number of important ways. (Huang & Hsu, 2017; Obaid & Kumar C K, 2022). Content can be promoted by being shared on social media and other digital platforms (Lamont & Ross, 2021).

5) *Tourism Business*

Sports tourism brings many benefits to the community's economy, regions can promote their potential so that good marketing effects emerge, namely inviting tourists and investors to the area (Febrianto et al., 2023). The tourism sector can make investments in the construction of airstrips, paragliding schools, and other supporting infrastructures to promote paragliding. By endorsing this tourist destination, the tourism sector can form alliances with other businesses and provide jobs for locals (Carneiro et al., 2016). To ensure the sustainable growth of paragliding sports in Segorogunung village, Ngargoyoso sub-district, Karanganyar Regency, it is imperative to acknowledge the critical role that cooperation plays between the government, tourism sector, paragliding sports groups, and local populations.

Conclusions

The SWOT analysis-executed strategy for the development model of paragliding sport tourism in Segorogunung Village, Karanganyar Regency, Central Java, yielded a cumulative score of IFAS and EFAS values, with X equal to 0.533 and Y equal to 0.410, as shown, respectively. The progressive strategy model places paragliding in quadrant I as a sport tourism attraction in the village of Segorogunung, Karanganyar Regency. Given the opportunity and strength of the village government and regional government of Karanganyar Regency, paragliding sports tourism administrators are in a highly advantageous position to capitalize on current prospects through the enhancement of their respective strengths. One can optimize prospective opportunities while circumventing current threats by capitalizing on their strengths and minimizing current weaknesses.

The limitation of this research is that the researchers

only focused on the paragliding spot in Segorogunung village, so the results of this research cannot be recommended for other paragliding spots.

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