

## **Analysis of the Potential of Mukapayung Village as a Sustainable Tourism Destination Based on Sports Tourism**

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### **ABSTRAK**

Tourism development in the West Bandung area is currently a serious concern for the local government, one of which is by developing tourist villages. Mukapayung Village, located in Cililin District, is one of the villages designated by the local government as a tourist village. This village has natural beauty with a stretch of rocks that are in harmony with the flow of the river and towering cliffs. This study tries to explore more deeply the potential that Mukapayung village has to be developed into a sports tourism-based tourism village in West Bandung Regency. The analysis of tourism potential is carried out using a pentahelix approach in order to obtain a picture of the potential of destinations that specifically examines from the aspects of society, government, the role of the media, business actors, and academics so as to support sustainable tourism. This study uses an exploratory qualitative approach. The results of the study obtained an overview that Mukapayung has the potential to be developed as a sports tourism destination by organizing attractions such as: tracking, cycling, climbing, and other sports attractions. A number of tourism components that still need to be developed or improved to support the acceleration of Mukapayung include destination facilities, accommodation, and amenities. As for the management and development of destinations, Mukapayung is currently managed independently by the community through village organizations (Bumdes), without involving various elements such as the tourism office, business actors, academics, and the role of mass media as well as the community and lovers of sports tourism.

**KEYWORDS:** *Tourist Destinations, Tourist Villages, Pentahelix, Sports Tourism*

### **INTRODUCTION**

Sports-based *tourism (sport tourism)* is not new in the

development of tourist destinations. Even this kind of activity has been carried out since the Greek era, and one of the proofs is that the Olympic Games are still held today. Studies of *sport tourism* in recent years have increased both as a field of study by academics and the study of tourism product products developed (Gibson, 1998; Hinch & Higham, 2001). *Sport tourism* is a social, economic and cultural phenomenon derived from the unique interaction of activities, people and places (Weed & Bull, 2012).

Currently, *sport tourism* is the fastest growing tourism sector. Sporting events in different types and sizes attract tourists because they can provide different authentic local experiences. Almost every country has this type of destination to increase the level of domestic and foreign tourist visits. *Sport tourism* is not always synonymous with organizing large-scale events such as the World Cup, Olympics, or similar activities. *Sport tourism* can also be in activities that are local in nature and do not invite many visitors, such as paragliding, *sky*, golf, and activities on a smaller scale.

The development of *sport tourism* was also felt in a number of regions in the country in the form of various sports championships before the Covid 19 pandemic, such as the 2018 Asian Games, Haornas, and various sports championships that brought many times. The trend of developing *sport tourism* destinations certainly needs to be responded positively as an effort to provide new alternatives for the community in enjoying tourist offerings with different experiences. Even if necessary, there must be massive efforts in various regions to develop this *sport tourism* destination by involving various



existing tourism *stakeholders*.

West Bandung Regency is one of the areas that has the potential to realize this. The topography dominated by hilly/mountainous areas can be developed into a sports-based tourism destination. Several existing sub-districts such as Mukapayung, Mount Halu, Sindangkerja, and Saguling are potential areas that have not been optimally developed as a destination.

The development of *sport tourism-based* tourist destinations in West Bandung Regency from the observations of new researchers in the Cihampelas area, with the existence of Gantole Evidence in 2010, and once became a Sports Branch Venue at PORDA West Java 2010 and PON 2016. Seeing this potential, the West Bandung Regency government in the tourism village development program, determined one of the sub-districts as tourist destinations to be developed including Rende Village-Cikalongwetan District, Suntenjaya-Lembang Village, Mukapayung-Cililin Village, Sirnajaya-Gununghalu Village, and Cihanjuangrahayu-Parongpong Village (Wijaya Sari, 2018). The determination of a number of villages cannot be separated from the efforts of local governments in boosting the community's economy. So in the process, community participation is needed so that the program can run well and sustainably.

From a number of designated villages, from the results of observations, researchers in this case are interested in studying efforts on the development of Mukapayung as a new tourist destination. Mukapayung Village, which is located in Cililin District, is one of the villages that has the potential to be developed as a sports-based tourism village (*sport tourism*). The beautifully arranged rocky cliffs can be developed as a sport such as rock climbing, the contours of hills with river flows can be developed as destinations such as *hiking, cycling, traditional rafting*, and others. the image of West Bandung Regency as a *favorite sports tourism* destination besides *the growing Gantole Venue*.

As previously explained, the development of tourist destinations cannot be separated from the contributions of various parties. The government, the public, the private sector (business actors), the media, and academia play an important role in developing sustainable tourist destinations. Sustainable tourism refers to environmental, economic, and socio-cultural aspects in tourism development, and the balance between the three dimensions to ensure their long-term sustainability (Pan et al., 2018). Sustainable tourism development requires

informed participation from all stakeholders as well as strong political leadership to ensure participation can occur widely so that mutual agreements can be formed. Realizing sustainable tourism requires constant monitoring of impacts, as well as preventive measures and corrective measures needed if needed (Rasoolimanesh et al., 2020).

The development of *sports tourism-based destinations* is also inseparable from this concept. *Sport tourism* should be developed by taking into account the environmental, economic, and cultural aspects of the community around the developed destination area (Jiménez-García et al., 2020). Of these three aspects, the environment is an aspect that needs to be seriously considered for its sustainability. Do not let the development of *sports tourism* even harm the surrounding environment, including nature in the destination area. Because whether you realize it or not, tourism sport has a positive as well as a negative impact, which if this is not planned appropriately, then the negative impact received will be even greater (Kersulić et al., 2020). So to minimize this, one of them is to apply the concept of *pentahelix* in its development.

The application of *pentahelix* in tourism can trigger synergy and collaboration between various stakeholders so that tourism development can be carried out more productively (Chamidah et al., 2021). This is also emphasized by Pradhista & Nofiyanti (2021) in the research conducted that to grow sustainable rural tourism requires the involvement of various elements who have the same tasks and contributions in developing sustainable rural tourism programs.

Pradhista & Nofiyanti (2021) added that through this concept, the division of duties and responsibilities is clearly regulated, so that there is no overlapping of roles which in the end can reduce the effectiveness of the destination development program. The role of the village government is as a regulator and facilitator, community institutions as managers of rural tourism programs, academics as a companion and source of knowledge, world industry and the business world as partners that grow business and economic opportunities of rural communities, and social media in publishing and promoting rural tourism industry products.

The results of research conducted by Umiyati & Tamrin (2021) more or less also emphasize the same thing, *pentahelix* in the tourism sector is very important to do. Wrong satu faktor mengapa wisata tidak berkembang adalah dari temuan penelitiannya disebabkan kurangnya

coordination and synergy between various stakeholders. With regard to the portion and responsibility of each party in the *pentahelix concept*, the results of the research presented by Wahyudi et al (2021) can at least provide a detailed picture that: 1) Local Governments play an important role in the pattern of *pentahelix* cooperation with the value of results; 2) The community; 3) Academics; 4) Business actors, and 5) The Role of the Media. The policy patterns developed so that this can be realized according to Wahyudi et al (2021) are by: 1) Establishing regulations and supervision to have; 2) conducting promotion and distribution of information; 3) provision of employment; 4) encourage active participation in the tourist environment; 5) conduct scientific studies and human resource training.

From what was conveyed above, this study is considered very necessary. Mukapayung Village, which is currently under development towards new tourist destinations, deserves to be studied carefully for the potential that exists today through scientific studies. In addition, this study also seeks to find information related to the development process that has been carried out through the *pentahelix* approach in order to obtain adequate solutions and become the basis for encouraging the acceleration of destinations.

## METHOD

The study of Mukapayung's potential as a *sports tourism-based* tourist destination was carried out with an exploratory qualitative approach. Exploratory research is research used to investigate problems that are not clearly defined. This is done in order to get a better understanding of the problem at hand, although it will not give a conclusive result. It starts with a general idea with the path of identifying the problem, which is the focus of the research in which it will be carried out. This approach is also called interpretive research which is used to answer questions such as what, why and how.

Extracting primary data in this study was carried out by making observations (observations) of the destinations studied to observe the objects studied and then drawn into research findings according to predetermined parameters. In addition, documentation studies were also carried out to strengthen the results of the observations made. The results of extracting analytical data using the help of Atlas.ti software.

## RESULTS AND DISCUSSION

Mukapayung is one of the villages under the administrative area of Cililin District, West Bandung Regency. The village has an exoticism of natural beauty

that is not found anywhere else. The expanse of hills made of brexit and pliocene stones that are 2-5 million years old become a stunning beautiful panorama and can spoil every eye that sees it. The beautiful panorama is not the only one that can attract tourists to stop by in this village. Mukapayung has traditional Sundanese arts that are still preserved today, such as Lengser, Kecapi, and Pencak Silat.

The results of the observations made, by looking at the potential of areas dominated by rocks, valleys / mountains, plantations and also the existence of river flows, the development of Mukapayung tourist village as a *sport tourism* destination allows it to be realized. Activities such as rock climbing, *tracking*, cycling, *riverboarding*, or *tubing cubes*, even *camping* and other sports activities aimed at exploring the beauty of this village can be done.

The development of Mukapayung *sports tourism destinations* is more about the development of *soft sport tourism in principle*. *Soft sport tourism* refers to thrill seekers who want to experience the pleasure or recreation of sports (Yeh et al., 2018). The characteristics of this *soft sport tourism* include a relatively smaller number of visitor volumes (individuals or groups), visitors are attraction actors (not connoisseurs / spectators), more for the purpose of fun or hobbies, do not involve various parties (*event organizers*, etc.), visitors are free to enjoy attractions in their own way, and to get them can be by providing their own equipment (Ritchie & Adair, 2004).

Treats of natural beauty as a tourist attraction mukapayung, if you examine from the concept of ecotourism, this can also be an effort to preserve the existing ecosystem through conservation activities. Or in other terms is *ecotourism and sport tourism (EST)*. This activity can offer an opportunity for tourism managers with unique attractions to positively influence awareness of the importance of nature conservation in the environment around the community, protected areas, and through tourism sports activities (Singh et al., 2016).

If managed properly, it is certainly not impossible if the concept of *ecotourism and sport tourism* becomes a new model that can be developed by presenting a complex recreational experience, because visitors are fully involved and enjoy the recreational activities in question (Györi & Balogh, 2017), so it is not impossible if this concept can also be applied to tourist destinations that have existed so far.

*Soft sport tourism* takes into account the motivations of individuals who visit. Not only is it an entertaining

attraction, but also this is related to the level of emotion, adrenaline, and physical activity, it has been designed in such a way from the beginning. Unlike *hard sport tourism*, which has been arranged since the beginning, and every individual tends to have the same tourist experience. If these three aspects can be presented, there is a high probability that visitors will come back again to enjoy the attractions offered. To realize this nostalgia is not easy, because *soft sport tourism* is more about the involvement of individuals or groups in recreation (Weighill, 2009).

Related to the above, Cho et al., (2019) explained that sports nostalgia has a significant impact on the intention of revisiting a destination both at the individual and group levels. These findings suggest that sports nostalgia prevails in understanding the nostalgia of sports tourists in various sports and cultural settings. So in practice, *sports tourism managers* can develop a nostalgic classification system in the context of *sport tourism*, including: experience-based nostalgia, identity-based nostalgia, object-based nostalgia, and interpersonal relationship-based nostalgia (Cho et al., 2019).

Further findings from the results of this study found that the management and development system of Mukapayung destinations was still not optimized. The development of this village was originally initiated by the local government, and then handed over to the surrounding community to be managed and developed. The government as a regulator, plays more of a role in strengthening and improving physical aspects such as improving access, and several supporting facilities for tourism. Technical aspects that are directly related to the destination, are fully the authority of the village, in this case *bumdes* (Village-Owned Enterprises) through the mechanism of mutual cooperation and self-help of the community.

The involvement of *stakeholders* such as academics, communities, business actors, and mass media from the observations has not been fully involved in the process of developing destinations. Although Mukapayung has the potential to be developed as an educational village with the presence of *brexit* and *pliocene* rocks dating back 2-5 million years, until now it has not been a potential to be considered. The existence of historical sites can actually attract academics to carry out research activities, which of course can also improve the image and attractiveness of society in general.

The involvement of universities today is more about the community service carried out by some universities, and

even then only by students from those universities, not studies that specifically develop the potential of the destination.

The role of universities in the development of sustainable tourism includes developing critical knowledge about the past and present of a destination (Liburd et al., 2018); providing the IT skills needed in line with the high demands in the tourism industry (İlkan et al., 2017); develop the tourism industry directly related to training and training, develop professional tourism personnel, as well as update the theoretical and practical knowledge of staff in accordance with the increasing requirements of the tourism market (Drakh et al., 2021).

The role of the media has also not been illustrated its contribution in the development of tourism in Mukapayung. Media can be used to market destinations better and can broadly reach all levels of society. From the observations made by researchers, currently the media that is managed independently is in the form of Instagram, Facebook, and websites. As for parties that are specifically partners to publish such as newspaper managers (print and online), and electronic media have not been part of marketing the destination. The results of the deepening of the interview obtained information that the public in general knows the existence of Mukapayung *destinations word to mouth* as well as from reports on social and electronic media. So the manager in this case does not specifically cooperate with media owners to carry out promotions.

This current media (social, print, electronic, etc.) has changed the way tourism-related information is disseminated and has become a managed part and a special study in the field of tourism (Dolan et al., 2019). The presence of media makes tourism consumers engage with social networking sites to research travel, make informed decisions about their trips and share personal experiences that will be gained as deep as a vacation. In addition, information about a particular hotel, restaurant or airline becomes an integral part of the information that potential visitors can access.

The media became the main promotional tool in the field of tourism. Not only is it easy and a wider range, to take advantage of it does not need to require high costs, it only takes adequate skills to take advantage of it. Combining social media and tourism marketing will lead to excellent results. Destination managers can use media (social media) as the basis for strategic decision making (Karim, 2018). Even according to Lian & Yoong (2018) so popular

is social media nowadays seen as a way for businesses to build and connect with customers. So that the impact of this can raise the image of a destination.

Another aspect that still needs attention from Mukapayung destination managers in accelerating development into a *sport tourism-based* destination is the need to involve business actors in the tourism sector. This is important to do to increase the visitation rate. Tourism business actors are not only related to travel agents, tourism information providers, but also business actors who support tourism activities such as: sports equipment providers, photographers, parking managers, culinary businesses, handicraft / souvenir businesses and so on.

The involvement of business actors is something that needs to exist in the development of a tourist destination. Norway's success in developing national tourist routes is due to the support and collaboration of a number of tourism business actors (Andersson et al., 2017). The role of usah actors in the tourism sector can have an impact on increasing the proportion of workers in the tourism sector, improving the regional economy, increasing market share and developing regional products; increased volumes and varieties of tourism products (Roanova et al., 2018).

Although it sounds like this is easy, but in practice it is not so. Business actors are more inclined to the economic principle of the investment spent. So in this case, it requires government involvement through regulations or policies that 'force' business actors to participate in the development of destinations. If this is not the case, then forever development will have difficulties, because after all the people and the government have a limited budget.

Community empowerment in this regard is also important. The development of sustainable destinations as the emergence of this concept is to empower the community in tourism activities which in turn can increase the level of welfare.

*Community-based tourism* (CBT) is a term interpreted in a variety of ways, which has presented a contest of understanding and practice. This contest highlights the centrality of society in its development of tourism (Mayaka et al., 2018). This concept has been promoted as a way of development in which the socio-cultural, environmental and economic needs of local communities are met through the offering of tourism products (Henama et al., 2019).

CBT in principle is a tourism empowerment concept that involves the community in a tourist destination and has

more contribution than the government or business people in managing resources, supervising, and making decisions on destination development (Zielinski et al., 2020). People with tourism with this concept should be more empowered (economically independent), not the other way around. Therefore, community involvement in this matter becomes mandatory, as well as to suppress the dominance of business actors who have more capital who sometimes pay less attention to environmental aspects and the welfare of the community around the destination.

## CONCLUSION

Mukapayung Village has the potential to be developed into a *soft sport tourism* destination such as *cycling, climbing, tracking*, and other sports tourism. In terms of destination management and development, Mukapayung is currently managed independently by the community through village organizations (Bumdes), without involving various elements such as the tourism office, business actors, academics, and the role of the mass media and sports-loving community. So as a recommendation, the involvement of various elements needs to be increased for the acceleration and sustainability of mukapayung tourism village.

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