



Natural Tourism Potential for Sport Tourism Activities in the Bengkayang Regency Area

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Abstract

This study aims to develop an effective game-based volleyball learning model at Sungai Kakap 21 state elementary school. The research method used is development research. The stages of the research include needs analysis, and designing learning models, Bengkayang Regency has quite interesting natural tourism potential to carry out sport tourism activities. Here are some natural attractions in Bengkayang Regency which can become sport tourism destinations: 1. Lake Sentarum is the largest lake in West Kalimantan and is one of the most popular natural attractions in Bengkayang Regency. This lake presents beautiful scenery and offers various sports tourism activities such as fishing, water cycling, and traveling by boat. 2. Bathing Waterfalls: There are several waterfalls in Bengkayang Regency that can become sport tourism destinations, such as the Bathing Waterfalls located in Jawak Village, Siding District. In this place, tourists can do rafting and trekking activities. 3. Gunung Palung Protected Forest is an ideal place for hiking and trekking activities. Here, tourists can enjoy beautiful natural scenery and see various types of flora and fauna that live in the forest. 4. Tanjung Netherlandsng Beach is a beach located in Lubuk Landai Village, Sejuang District. Here, tourists can do surfing and snorkeling activities. Those are some of the natural tourism potentials in Bengkayang Regency which can become sport tourism destinations. In addition, Bengkayang Regency also has unique culture and traditions, such as Dayak dances and various festivals which can be a special attraction for tourists who are looking for a different cultural experience.



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INTRODUCTION

The sport includes all human activities aimed at achieving a goal, fulfilling life mission and life ambitions, national political, social, economic, and cultural ideals, etc. Sport is a systematic process in all forms of activity or business that can encourage development, and develop the physical and spiritual potential of individuals or members of society in the form of games, contests or contests, and vigorous physical activity for pleasure, victory, and highest achievement in the framework of forming Indonesia. quality based on Pancasila. Also, sport is part of the process and achievement of national development goals for continuity, and the role of sport in the life of society, nation, and state must be appreciated and placed in a clear place in the national legal system. Sport is an activity that can unite people of all nationalities regardless of ethnicity, race, or religion. Sport is also the most effective diplomatic tool in relations between countries in the world. No one in the world can do anything like sports. From ordinary From officials to state leaders, there are many types of sports in this world, but all of them only have one goal, namely to build a strong body and a healthy soul (Indrawan & Aji, 2019)

Exercising is a series of body actions that are orderly and planned to maintain action (maintain life) and increase activity (increase quality of life). Sort of like eating. Exercising is a life desire whose character is periodic, meaning that exercising to maintain and develop health, cannot be allowed to go unpunished. Exercising is a tool to trigger the development and progress of the body, spirit, and society. Law Number 11 (2020) Article 17 concerning the National Sports System if the scope of sports includes educational sports activities, community sports, and achievement sports (Presiden Republik Indonesia, 2022). Exercising is a

sporting activity that is tried for a period of time so that the actor gets happiness in a way full of emotions such as happiness, happiness, joy, and getting happiness. (Hafiz et al, 2021). Sports tourism is closely related to tourism because sports and tourism together aim to provide happiness. Usually, there are 3 types of sports tourism, namely: sporting event tourism, active sports tourism, and nostalgic sports tourism.

Tourism is an industry engaged in services and is the largest industry in the world, especially in Indonesia. Many tourist objects attract the attention of domestic and foreign tourists to visit Indonesia. Indonesia is one of the countries in the world that has great tourism potential, both natural tourism and cultural tourism. The potential of natural resources and ecosystems can be exploited and utilized for natural tourism such as mountains, seas, rivers, beaches, and flora including forests, fauna, waterfalls, lakes, and natural landscapes. A tourist attraction must always develop. The development must be considered based on the characteristics to be developed from a tourist attraction, government policies must be easily understood by policy implementers, and environmental aspects (Yandra et al., 2018). According to Regulation Number 10 (2009) Paragraph I of article I regarding tourism, a trip is an expedition activity carried out by a person or a group of people by visiting a special place for a sightseeing mission, individual development, or studying the characteristics of the potential for a tour to be visited for a temporary duration. Sports tourism is all active and passive activities in sports or participation in an informal and systematic way, not commercial or business sector, and obligatory to leave the house or place of activity (DPR, 2009). Sports tourism refers to travel experiences to engage in or view activities related to sports. Sports tourism cannot be separated

from what is called tourism tourism, because most tourism sports are used as games to be able to attract visitors to come to an area. In general, sports tourism can be divided into 3 (three) types, namely marine tourism sports, aerospace tourism sports, land tourism sports (Damanik et al., 2020).

Bengkayang Regency is one of the areas that has natural tourism potential for sports tourism activities, which is well known at home and abroad for its natural beauty, uniqueness and culture. Many natural tourism potentials have been explored by tour managers or participants to target tourism as tourism characterized by sport tourism. In this research, the goal to be obtained later is to obtain informative data about the potential of natural tourism destinations as outdoor sports tourism spots. For this reason, researchers are interested in conducting research on the potential of natural tourism to carry out sports tourism activities in Bengkayang Regency so that it becomes study material in tourism development for Bengkayang Regency now and in the future.

METHODS

In this study, the observers used a qualitative descriptive research type, so that explanations of understanding and findings were to be described in the form of explanation sentences, so the results of interpretation in a critical, argumentative way were sourced from information obtained from research results. Data sources in qualitative research are divided into two, namely primary data sources and secondary data sources (Zuchri, 2021). Primary data sources are data sources that can provide data directly without going through intermediaries, namely direct interviews with the Head of the Bengkayang Regency Disporapar and the Head of Youth, Sports, and Tourism. Meanwhile, secondary sources of

information are sources that share information in an indirect way, such as activities obtained by the mass media. Data analysis in this study is a descriptive analysis where the test is based on the main and inferior information that has been collected, after that it explains the results of each piece of information and then draws conclusions.

RESULT

Bengkayang Regency was formed based on Law Number 10 of 1999 is one of the districts located in the north of West Kalimantan Province. Geographically, Bengkayang Regency is located at 0033'00" North Latitude to 1030'00" North Latitude and 108039'00" East Longitude to 110010'00" East Longitude. Judging from the area of each sub-district, Jagoi Babang is the most extensive sub-district in Bengkayang Regency with an area coverage of 655 km² or around 12.14 percent of the total area of Bengkayang Regency and the sub-district with the smallest area (bengkayangkab.go.id). Bengkayang Regency has a lot of potential for sport tourism which can be an attraction for tourists who are looking for sports experiences in the open. The following are some of the potential for sport tourism in the Bengkayang Regency area:

- a. Hiking and Trekking: Bengkayang Regency has many mountains and forests suitable for hiking and trekking, such as Mount Bawang and Gunung Palung Protected Forest. Tourists can enjoy beautiful natural scenery and see various types of flora and fauna that live in nature.
- b. Water Cycling: Danau Sentarum is the largest lake in West Kalimantan and offers various sport tourism activities, including water cycling. Tourists can rent boats and water

- bikes around the lake while enjoying the beautiful natural scenery.
- c. Rafting: There are several waterfalls in Bengkayang Regency which are suitable for rafting activities, such as the Bathing Waterfall. Tourists can enjoy the sensation of wading through the waterfall and see the beauty of the surrounding nature.
 - d. Surfing and Snorkeling: Tanjung belandang Beach is a beach located in the Village of Lubuk Landai, District Seluar and is an ideal place for surfing and snorkeling. Tourists can enjoy high waves and see the underwater beauty.
 - e. Fishing: Lake Sentarum and several rivers in Bengkayang Regency offer interesting fishing activities for tourists who like this sport. Tourists can enjoy the natural beauty around and fishing in natural waters.

DISCUSSION

The above are some of the potential for sport tourism in the Bengkayang Regency area. Apart from that, Bengkayang Regency also has unique culture and traditions, such as Dayak dances and various festivals which can be a special attraction for tourists who are looking for a different cultural experience. Sport Tourism activities based on nature tourism can help the economy in the Bengkayang Regency Region. With the existence of sports tourism activities, it will attract tourists to visit Bengkayang Regency and carry out various sports activities in the open. This can have a positive impact on the local economy, for example:

- a. Increase Regional Revenue: With more and more tourists visiting Bengkayang Regency, it will increase local revenue receipts from the tourism sector.

- b. Increasing Tourist Expenditure: Tourists who visit Bengkayang Regency to carry out sports tourism activities will spend money on accommodation, transportation, food and beverages, as well as various activities related to tourism. This will increase tourist spending and have a positive impact on the local economy.
- c. Encouraging Local Business Growth: With more and more tourists visiting Bengkayang Regency, it will encourage the growth of local businesses, such as transportation service businesses, lodging, restaurants and souvenir shops which will provide job opportunities and boost the local economy.
- d. Encouraging Infrastructure Development: With increased tourist activity, local governments will feel the need to improve the quality of infrastructure such as roads, lodging, restaurants and other public facilities. This will have a positive impact on regional development and boost the local economy.

Thus, sport tourism activities based on nature tourism in the Bengkayang Regency Region have great potential to help the local economy. However, tourism development is carried out in a sustainable way, so that it can provide long-term benefits for the local community and environment.

Several Nature Tourism Potentials based on Sport Tourism that have developed in the Bengkayang Regency Region include:

- a. Rafting on the Siantan River: The Siantan River, which is located in Capkala District, Bengkayang Regency, offers challenging rafting activities. Tourists can enjoy the beauty of the natural surroundings

while enjoying the sensation of playing in the water.

- b. Trekking to Mount Palung: Mount Palung which is located on the border of Bengkayang Regency and Landak Regency offers climbing or trekking activities. Mount Palung has stunning natural beauty with beautiful views of forests, waterfalls and panoramas.
- c. Bukit Palung Nature Tourism: Palung Hill which is located in the Sewide District of Bengkayang Regency offers hiking or trekking activities with challenging routes. Palung Hill has stunning natural beauty with forest views and beautiful panoramas.
- d. Batu Payung Waterfall Nature Tourism: Batu Payung Waterfall which is located in Siding District, Bengkayang Regency offers hiking or trekking activities with challenging routes. Batu Payung Waterfall has stunning natural beauty with beautiful waterfall views.
- e. Padan Island Nature Tourism: Padan Island, which is located in Sungai Raya District, Bengkayang Regency, offers snorkeling or diving activities. Padan Island has stunning natural beauty with views of coral reefs and colorful fish.

Those are some of the natural tourism potentials based on sport tourism that have developed in the Bengkayang Regency Region. In addition, there are still many natural tourism potentials that have not been fully explored and have great potential for further development. The following are several ways that can be done to develop tourism potential based on sport tourism in Bengkayang Regency:

- a. Promoting sport tourism-based natural tourist destinations: Promotion is the key in increasing the popularity and attractiveness of

sport tourism-based natural tourist destinations in Bengkayang Regency. Authorities and tourism industry players can carry out promotions through various media, such as websites, social media, brochures, promotional videos, and so on.

- b. Improve facilities and infrastructure: Adequate and quality facilities and infrastructure will help increase the comfort and safety of tourists. Therefore, it is necessary to repair and improve the supporting infrastructure for nature tourism, such as roads, lodging, rest areas and public toilets.
- c. Provide tour guides and training: Experienced and trained tour guides can provide a better travel experience for tourists. Authorities and tourism industry players in Bengkayang Regency can provide training and certification to tour guides so they can provide more professional and quality services.
- d. Improving security and safety: Security and safety are important factors in sport tourism activities. Therefore, it is necessary to take actions to improve security and safety for tourists, such as installing warning signs, ensuring the condition of safety equipment, and providing safety training for tourists before carrying out sport tourism activities..
- e. Establish partnerships with related parties: The authorities and tourism industry players in Bengkayang Regency can establish partnerships with various related parties, such as travel companies, travel agents, and sport tourism organizations. By establishing partnerships, mutually beneficial cooperation can be formed in promoting and developing tourism

potential based on sport tourism in Bengkayang Regency.

By taking the steps above, it is hoped that the tourism potential based on sport tourism in Bengkayang Regency can further develop and provide positive benefits for the local community and tourists. This research is strengthened by research conducted by Elumalai (2015) The findings indicated that the majority of Malaysians are having fun in watching sports activities. Gender still plays a role in the involvement and enjoyment of sports events either as a player or supporter. Ethnicity shows some differences due to cultural, intellectual and geographical factors. Sports watching is influenced by interest, finance, facilities, comfort and privacy. The watching spirit could lead someone to involve himself/herself in sports and recreational activities continuously due to self-motivation. Viewing sport can have a positive impact on behavior changes towards a healthy lifestyle. It will also bring progress to the sport and recreation industry. Increased level of viewing directly enhances the rate of participation and wellbeing among Malaysians.

In addition, the research conducted by (Putra et al., 2021) also strengthens this research, the research results on the potential for developing sport tourism in Poso Lake, specifically the strength of sport tourism as unique natural tourist attractions, namely the lake's edge resembling a white and golden yellow sandy beach, adequate facilities and infrastructure, and a short distance. Far from Poso Regency's city center, Poso Lake's weakness is licensed to open a business due to the conservation area, inadequate human resources, for the opportunities it has in developing sport tourism businesses, as well as threats that must be considered, namely the existence of culture or culture. Society's traditions diminished. Conclusion: based

on the results of the SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) conducted on the potential for developing sport tourism as a tourist attraction for Lake Poso, it can be concluded that Lake Poso have the potential to develop sport tourism as a tourist attraction.

CONCLUSION

Based on the information previously described, it can be concluded that Bengkayang Regency has great natural tourism potential to be developed into a sports tourism-based tourist destination. Some of the potential for natural tourism in Bengkayang Regency include the Siantan River, Gunung Palung, Bukit Palung, Waterfalls, Lake Sentarum and Jelutung Beach. Apart from that, Bengkayang Regency has also developed several sport tourism activities, such as trekking, hiking, camping and off-roading. All the potential for natural tourism and sports tourism activities can provide a unique and interesting tourist experience for tourists who want to enjoy the beauty of nature and carry out sports activities. The potential for natural tourism based on sport tourism in Bengkayang Regency can also provide great economic benefits for the local community, such as increasing income through the tourism business, increasing employment in the tourism sector, and increasing people's welfare through the development of tourism infrastructure. However, to develop the potential of natural tourism based on sport tourism in Bengkayang Regency, support and cooperation from various parties is needed, including the authorities, tourism industry players, and the local community.

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