

The Perception of Bantul Regency Tourism Office Towards The Development of Surfing Tourist Attractions at Parangtritis Beach, Special Region Of Yogyakarta

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Abstract. Bantul Regency, Yogyakarta Special Region, has surfing tourism potential, as evidenced by the numerous surfing events organized by the Regional Government. This potential is inseparable from the perception that Parangtritis Beach is the mystical area of the Ratu Kidul Kingdom, which is used by several community organizations to carry out the Labuhan tradition. This study aimed to determine the perception of the Bantul Regency Tourism Office in developing surfing tourism. This research is a descriptive qualitative study conducted using data collection techniques such as observation, interviews, and documentation. Primary and secondary data were obtained from primary data. Primary data were collected through direct observation, interviews, and documentation, while secondary data were obtained from literature studies, news portals, and data from policymakers. The results of this study show that the Tourism Office supports surfing tourism at Parangtritis Beach. This can be an innovation and a new tourist attraction that can improve the local economy and preserve culture. However, several obstacles exist, including a lack of synergy between government agencies, limited funding, regional spatial planning, and innovation in traditional food and souvenir products.

1 Introduction

Bantul Regency is one of the regencies under the administrative area of the Special Region of Yogyakarta Province. Data from the 2022 Bantul Regency Regional Profile Book states that Bantul Regency is a region with rapid agricultural and tourism development. Tourism is one of the sectors that contributes the most to Regional Original Income (PAD), with revenue from tourist destinations in Bantul Regency in 2022 amounting to Rp. 26,513,478,000 [1]. In line with this, the Bantul Regency Bappeda emphasized that one of the priority supporting programs for Bantul Regency is to increase the attractiveness of tourist destinations. The Bantul Regency Government strengthened this program through Regional Regulation Number 18 of 2015 [2] concerning the Regional Tourism Development Master Plan for 2015-2024. One of the missions of regional tourism development is to optimize the tourist attractions of the southern part of the Special Region of Yogyakarta as a tourism area oriented towards the strategic value of the Indian Ocean. Parangtritis Beach, located in the southern part of the Special Region of Yogyakarta, borders the Indian Ocean.

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Despite the negative stigma and mystique surrounding Parangtritis Beach, it has the potential to be an appealing surfing tourist destination. The perception process is formed by various elements. Perception is formed by several elements [3], including

1. The recipient, consisting of several indicators such as attitudes, motivations, interests, experiences, and expectations.
2. The situation, consisting of several indicators such as time, habits, work environment, and social situations.
3. The target's perception, consisting of several indicators such as uniqueness, size, background, and similarity

According to The Surf Atlas website, Parangtritis Beach offers advantages such as being suitable for beginners, consistent waves, and good infrastructure [4]. Parangtritis Beach has an active surfing community. The Dolphin Parangtritis Surf Community (DPSC) is a surfing community located on the Parangtritis Beach. The DPSC was established in 2011. Its mission began with the donation of surfboards in 2006 to the Parangtritis 3rd Region Community Protection Unit (SAR Satlinmas). These surfboards were used by the SAR Satlinmas 3rd Region Parangtritis to rescue victims swept away by waves. Surfboards are considered a faster method for rescuing victims swept away by waves than boats. This is evidenced by the decline in the number of maritime accident victims from 1991 to 2024 (SAR Satlinmas Parangtritis 2024). Over time, the surfboards were used for surfing in the Parangtritis Sea.

Sports tourism is a rapidly growing tourist attraction with a broad market reach because of the large number of international tourists interested in sports activities in Indonesia [5]. The Ministry of Tourism and Creative Economy added that sports tourism growth in Indonesia could reach IDR 18,790 trillion by 2024 [5]. In 2022, the Ministry of Tourism and Creative Economy was mandated by the Vice President of the Republic of Indonesia to organize national and international sports festivals to boost Indonesian sports tourism. Sports tourism is one of the fastest-growing sectors in the tourism industry [6]. This is due to the increasing number of tourists interested in sports activities during travel. There are seven factors influencing the success of regional tourism development [7], including

1. Participation and support from the Regional Government.
2. Adequate funding for tourism development.
3. Strategic planning.
4. Collaboration between the private sector and local leaders.
5. Cooperation between tourism businesses.
6. The Regional Government provides assistance in the form of information and technical promotions to develop tourism.
7. Support from all levels of society for tourism.

The appeal of surfing tourism cannot be separated from stakeholders' roles. In this context, stakeholders include various parties, including the Bantul Regency Tourism Office. Support for these activities was demonstrated when SAR Satlinmas Region 3 Parangtritis collaborated with the Bantul Regency Tourism Office, POLAIRUD, the Indonesian Wave Surfing Association (PSOI), Dolphin Parangtritis Surf Community, and Ndo Boss Eksplorasi