

**WISATA OLAHRAGA SEBAGAI MODEL PENGELOLAAN
DAYA TARIK WISATA DI EMBUNG MERDEKA
KABUPATEN BANTUL DAERAH ISTIMEWA
YOGYAKARTA**

ABSTRACT

Beno Rizky Prasetya

2005519

S-1 Pariwisata

This study discusses the management model of sports tourism attractiveness in Embung Merdeka, which is located in Bantul Regency, Yogyakarta Special Region. This study aims to determine the potential that exists in Embung Merdeka and to determine the suitability of the sports tourism model as an alternative management of the Embung Merdeka tourist attraction.

The research method used in this research is a qualitative method, this method has a theoretical basis that can be used to better understand in order to focus on doing research in accordance with what happened at the time of the research. Techniques for collecting data using observation, interviews, and documentation. After the data was collected the authors conducted a descriptive data analysis.

The results of this study indicate that Embung Merdeka has various potentials and attractions that make tourists visit Embung Merdeka. The potential that exists in Embung Merdeka, is the potential for natural tourism, artificial tourism, and sports tourism, but during a pandemic like this most tourists visit to do sports activities. The attractions at Embung Merdeka are also quite a lot, namely the vast rice fields that surround the reservoir, the beautiful scenery and atmosphere of the hills are objects for photos, and the embung as a fishing place.

Attractions, accessibility, facilities, institutions and cleanliness at Embung Merdeka are quite good, but they need to be better managed and developed so that Embung Merdeka can become sustainable tourism, especially in security, and services at Embung Merdeka need more attention so that tourists feel safer and comfortable

Keywords: Research, Management, Potential, Embung Merdeka Tourism