

# Development of Traditional Sports-Based through Educational Tourism Model: *Edu Ortrad* as a Sports Industry Model

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**Abstract** The development of an educational tourism model with folk games and traditional sports can be a community recreational sport to increase cultural resilience. This study aims to obtain a sports industry model with the concept of education tourism based on traditional sports and folk games or in the Indonesian language called *Edukasi Olahraga Tradisional (Edu Ortrad)*. The R&D was the method designed and deemed appropriate. The research procedure that guides design includes the determination of potential issue and problems of interest, screening and selecting the relevant existing material and information gathering, design testing and approval, product creation, feasibility along with effectiveness testing. While the data assortment techniques comprise observations, semi-structured interviews, and questionnaire administration. The validity system of data yielded was measured using triangulation method collected and underwent through expert judgment decisions. Thirty respondents were the sample size for the first trial and 60 for the second trial. Ninety sample subjects from the local community in North Sumatra, Indonesia, were employed during the final phase as the operational product test. Data were analyzed using SPSS software 25th edition. The results obtained were in form of a new product, otherwise a traditional sports-based educational tourism model with a feasibility rate of 92% and effectiveness of 90%. It means they are in a "very good" category. The external validity

test using the product-moment correlation obtained an r count of  $0.97 > r$ -table of 0.42. Furthermore, the reliability test uses Cronbach Alpha (0.714) Sig 5%. The study concludes that the new model developed has very good feasibility. That said, it can be applied as a community tourism service in folk games and traditional sports.

**Keywords** Educational Tourism, Traditional Sport, Model Development

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## 1. Introduction

It's undeniable that the mainstream concept of globalization, alias lofty unification processes, internationalization of the world, etc., the devaluation of regional and local beliefs or cultures has been proclaimed. Just for a record, the so-called millennial movement and reality, featured by the magnificent acceleration of time and space and constant changeability tends to put pressure on small communities to embrace universal cultural patterns [1]–[3]. As a result, there was no place for any otherness anymore. However, such a situation has evoked an interesting phenomenon as a strong reaction from different people and sectors, mainly local and regional communities, ethnic groups, and nations. They did not

want to disappear in this globalizing reality by gradually striving to return to their cultural heritages through different activities in which traditional sports occupy an indispensable space. The traditional sports culture is broadly understood as the representation of the cultural treasure of the nation by bearing the unique national spirit, identity, and cultural context [4]. Particularly in Indonesia, physical culture tourism has set off an attractive destination for tourism activities, especially in this recent decade [5], [6]; [7]. Such activity creates an opportunity to not only meet people's sports, tourism, spiritual, and cultural needs but also secures a new path for developing traditional sports and cultural tourism resources [8]. For these reasons, therefore, asserting traditional sports culture is gradually immersed into the daily life of modern people and subsequently presents a rich and fruitful value. According to [4], the combination of both sports culture tourism resources and traditional sports culture development is assumed to help the elderly in well-being maintenance and preservation and also nurture to build also a concerted mechanism that necessitates multiple subjects. Additionally, it would help to compensate for the public's demand for sports culture tourism and eventually break the boundaries of the traditional mode and impact the high-quality development of the sports tourism industry.

It is worth mentioning that the concept of sports development includes goal achievement, education, and recreation [9]. Sports development has an important role, especially in the educational aspect in developing physical skills learning activities (motor learning) with abilities and honed skills that involve hands and legs, running properly and correctly. Meanwhile, acquiring those ability and physical skills needs a milestone process rather than simple exercise and practice. In tandem, it requires perceptual learning activities (learning based on observation, for instance) or sensory-motor learning activities commonly called learning physical sensory skills [10]; [11]. Hence, to ease, build and excel in such physically skillful movements, any interested individual must be trained and passed through three staple stages, such as 1) the cognitive phase, 2) the associative phase, and 3) the automatic phase [12]. The first phase stands for understanding what to do, especially for the new learner [13]; [14]. In other words, it would be difficult for someone to learn a skill without receiving any prior knowledge about it, whether that knowledge is visual or verbal. The next one is the associative phase, it is simply characterized by much less verbal information, smaller gains in performance, conscious performance, adjustment making, awkward and disjointed movement, etc. During this stage, the athlete's work is remarked by making movement adjustments and stringing together small movement skills. Then, the automatic phase is basically for elite athletes, in which motor performance becomes largely automatic through cognitive processing [15]; [16]. During this stage, students or athletes respond and do not think (or think minimally), where they can grip and rip it, look and automatically react,

and enter a flow state. In this phase, students do not concentrate on a skill [17].

As mentioned in the preceding paragraph, traditional sports play an outstanding role in maintaining and sustaining cultural heritages through different physical activities. Yet talking about movement development in sports means something achievable through various activities, one of which is traditional sports as physical activity in the form of folk games. According to [18], traditional sports are activities related to rules, methods, and techniques that can be done individually or in groups [19]. Those traditional sports aim to create sports activities through rules set voluntarily and created at a particular time. Traditional sports were created based on a person's behavior development in the area as a filler in spare time with regulations that can change according to the desired needs. In the societal context, traditional sports are developed as a cultural heritage since their creation is purely derived from the community itself or based on local wisdom [20]; (Nanda, 2018). Generally speaking, they serve multiple advantages for adults and children in particular. Traditional games for children can be used in developing motor skills [22], and enhance the growth process as well as cognitive development at the early age of a child [23]; [24]. Aside from being a model for developing motor skills, it also introduces children to traditional sports that aim to preserve Indonesian culture. Regarding these few benefits retrieved from traditional sports and contributions audited above, this cultural treasure should be sustained, developed, and preserved.

The idea of the advancement of customary games was created as a game industry because of instructive the travel industry with the plan of giving the travel industry administrations the to play conventional games within the community. Meanwhile, the improvement of the traditional sport-based sports Industry is a local area that needs to be computerized based on the time of globalization. In other words, proactive tasks are beginning to be deserted and supplanted with electronic sports (E-Sport). Therefore, traditional games will vanish from society. In line with the above statement, it is crucial to save social legacy resources by keeping up with social management by reviewing, getting, keeping up with, and distributing through the improvement of traditional sports-based educational tourism, which will be bundled as a vehicle for playing and teaching in different institutions. Besides, the advancement of the games business because of customary games schooling in the travel industry depends on the public objectives of the game [25]. To be specific, it helps to: (1) keep up with and further develop well-being and wellness, accomplishment, and human quality; (2) impart virtues and respectable person, sportsmanship, and discipline; (3) fortify and cultivate public solidarity and trustworthiness; and (4) reinforce public versatility [26]. In Indonesia, such advancement is to assort conventional games from all rural and urban areas in North Sumatra Province and famous National games. Then, it would

enable customary games manual containing history, game techniques, and hardware used to be the guidelines for the games. Thus, that improvement of the manual instrument will likewise act as a kind of perspective for holding conventional games rivalries as work to adjust the advancement of e-sport innovation with the safeguarding of Indonesian legacy games and sports. In the end, conventional games would support proactive tasks through play offices and customary games exhibitions as miniatures and genuine devices. Then, it is completed with the administrations of guides and customary game educators who can give clarifications and schooling to guests regarding conventional games as the idea of neighborhood astuteness.

## 2. Material and Methods

The exploration strategy utilized is innovative work commonly called Research and Development (R&D). Investigation of the Richey and Klein technique advancement methodology level 4 [27]; [28]. Specifically, it means doing innovative work ventures by planning and going through different steps. The research procedure is a complex step. It includes the determination of potentials and problems, literature study and information gathering, product design, design validation, and product creation. In addition, the product went through a limited trial, first product revision, main trials, second product revision, operational trial, and third product revision. Finally, the last step is dissemination and implementation. The data was in a rubric type of questionnaire instrument analysis. The data were obtained through several stages; the product

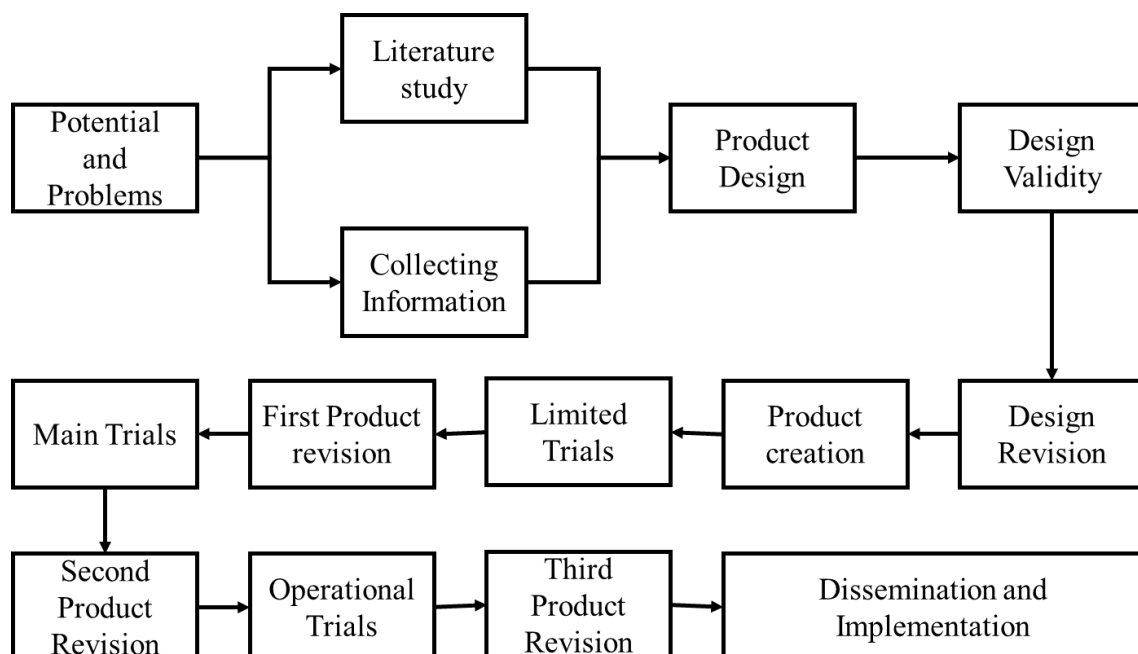
design stage, design validation, product design revision, and product manufacture, which conformed with the specified objectives. Figure 1 shows the product development in figure 1.

The research data was validated through content validity, collection, and expert judgment decisions. There was also an external validation using product moment correlation with 20 samples and 10 statement items using a Likert Scale (4-Point). Whereas the reliability was analyzed using Cron Bach Alpha.

The next steps for obtaining the feasibility of research products are limited or small-scale trials, main trials, and operational trials, up to the final stage of research product dissemination and implementation. Thirty respondents were the sample size for the first (limited) trial, and 60 respondents for the second (main) trial. In the final phase, 90 subjects were taken as samples for the operational trial product test. The exploration method was done by understanding that the focus point of planning and development research is an examination that combines planning, creation, and assessment. Product effectiveness and suitability are calculated according to the table below.

**Table 1.** Product Suitability and Effectiveness  
(<https://sites.google.com/view/eduortradunimed>)

Unit Tested	Product Suitability (%)	Effectiveness (%)
Limited product test	65%	60%
Main product test	80%	75%
Operational product test	92%	90%



**Figure 1.** Procedure of Product Development Chart

### 3. Results

#### Product Description and Design

The final product in this study is a sports industry service facility, namely *Edu Ortrad*, which can be used based on community needs. The complete product can be seen on the following website: <https://sites.google.com/view/eduortradunimed>.

The Grand Design products include product logo, service concept, Basecamp appearance (backdrop, mini pavilion, equipment), Sports Industry personnel (Director, secretariat, instructor, referee, logistics manager, promotion team), location legality, educational service

menu ( ice breaking, problem-solving, outbound, *Edu Ortrad*, and ceremonial events), services for students (for various levels), services for the public, and executive services including choosing the venue for activities and consumption of activities. All development concepts have gone through the research stages specified in the research methodology. In the beginning, observations are needed to create industrial concepts. Various literature studies were necessary to obtain suitable dimensions for product development. The product is designed according to the needs of the field and the literature review conducted. Then the product is validated using a Likert questionnaire using a scale (4 points) which can be seen in table 1.

**Table 2.** *Edu Ortrad* Feasibility Assessment Questionnaire Rubric

No.	Statement	Answer choices			
1.	<i>Edu Ortrad</i> is broadly comprehended as service that plays a crucial role in serving natural and physical activity for health and well-being standard.	ST	T	KT	SKT
2.	<i>Edu Ortrad</i> has a Traditional-Base Concept and instructive features.				
3.	<i>Edu Ortrad</i> secures traditional game services containing educational material focusing on traditional sports based on local wisdom in North Sumatra Island.				
4.	<i>Edu Ortrad</i> was incorporated with other services that enable individual for the betterment of academic potential with the concept of problem-solving, ceremonial events, and outbound.				
5.	<i>Edu Ortrad</i> is economical or affordable				
6.	The <i>Edu Ortrad</i> services can be scheduled as an annual or semiannual routine program at educational settings as a refreshment and informative hint for school achievement.				
7.	The service concept of <i>Edu Ortrad</i> already has good and structured management aspects (regulation).				
8.	The equipment owned by <i>Edu Ortrad</i> is complete and following the services provided				
9.	<i>Edu Ortrad's</i> promotions are easily accepted and explained to stakeholders to consider at meetings and mutually agree on their services.				
10.	<i>Edu Ortrad</i> is appropriate to nurture partners with us (schools/institutions/others) in using the services and providing the services offered.				

Legend:

ST: Very Precisely

T: Exactly

KT: Inaccurate

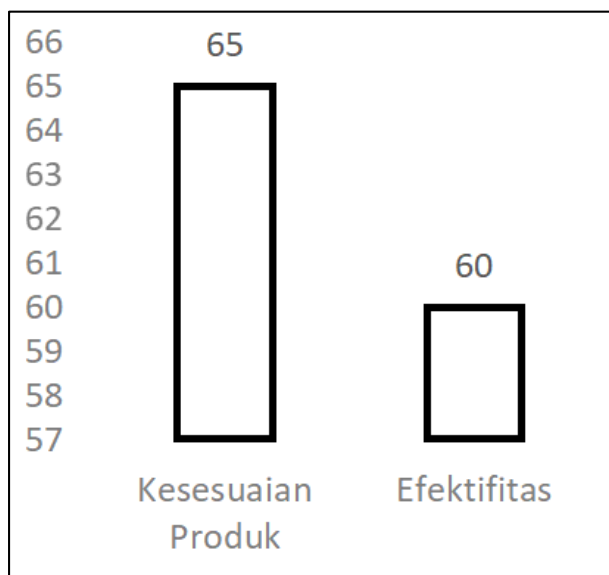
SKT: Very Inaccurate

After conducting content validation by experts (content validation), 20 respondents did external validation of the research data. The result is calculated using product moment correlation (SPSS software 25<sup>th</sup> edition). After that, the reliability of the research is measured directly using the Cronbach Alpha reliability test.

**Table 3.** Reliability Statistics

Cronbach's Alpha	N of Items
0.707	10

To begin with, it is worth reminding that our study employed 30 respondents as the sample size to help determine the suitability and effectiveness of this new model. Then, three main tests were carried out: the limited product test, the main product test, and the operational product test. The limited product test was carried out with 30 respondents, in which 65% were assessed for the product suitability element and 60% for the product effectiveness element, as shown in Figure 1. The assessment results of the qualitative analysis study show that traditional sports-based sports industry products need to be equipped with implementation instructions and game types. The improvement of research products fits the sports industry's targets, namely for elementary and middle school students and for other institutions.

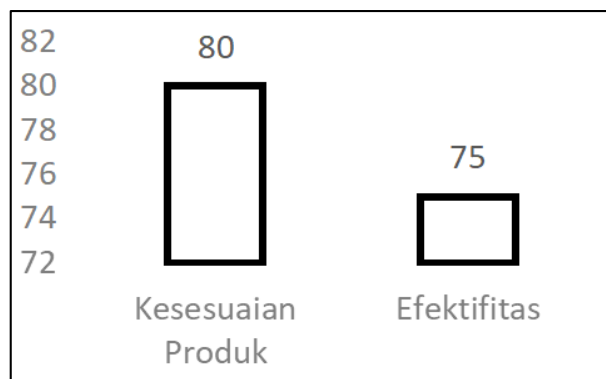


**Figure 2.** Stage Product Test Results 1

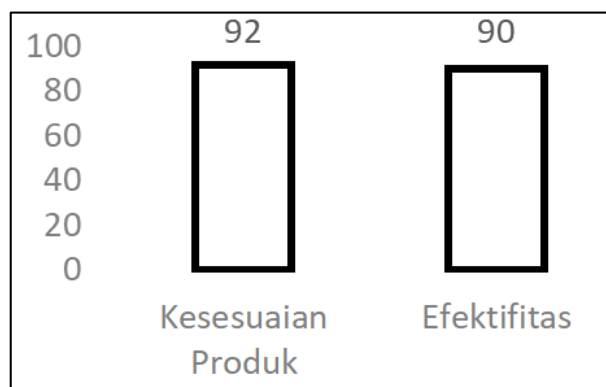
The main product test phase was carried out with 60 respondents. 80% of them were for the product suitability element. However, the rest 75% corresponds to the product effectiveness element, as shown in Figure 2. The assessment results of the qualitative traditional sports-based sports industry products must have many traditional sports references, folk games, easy access to information, and integrated services.

The operational product test was the last phase having 90

respondents receiving an assessment of 92% for the product suitability element and 90% for the product effectiveness element, as shown in Figure 3. The assessment results show a qualitative analysis study that traditional sports-based sports industry products have been declared very good and ready to be socialized in the sports industry operations and improvement of service quality.



**Figure 3.** Stage Product Test Results 2



**Figure 4.** Stage Product Test Results 3

The research analysis is based on product test assessments. The analysis results show that sports industry products based on traditional sports and folk games have suitability for the product and the effectiveness of its use.

As a reference, the product can be retrieved and displayed. Besides, it can be viewed through the website address <https://sites.google.com/view/eduortradunimed>. Moreover, it can be realized according to research objectives.

## 4. Discussion

In line with the information and data yielded, we better acknowledge that Indonesia is one of the world's most remarkable geographical areas [29]; It is a place where the various natural and cultural resources offer major tourism attractions [3]; [30]. Tourism destinations in this vast archipelago are spread unevenly due to imbalances in infrastructure development. Given the nature of the present

study, product analysis studies related to the feasibility and effectiveness of a sports industry are: (1) services and benefits that play a significant role in the introduction of nature and physical activity that is good for health; (2) have a traditional base come concept and have an instructive person. The idea introduced used regular materials, such as bamboo, wood, and nursery, with the goal that it would give an account feel. Then, at that point, the base comes smaller than conventional athletic gear, which adds to the client's engaging quality. Besides, it can give references to information on different sorts of customary games and sports. (3) offer conventional game types of assistance that contain training components, in particular (customary games given nearby insight explicitly for North Sumatra). (4) *Edu Ortrad* offers different types of assistance to increment scientific potential with critical thinking, stylized occasions, and outbound. The expanded scientific potential is carried out by blending conventional games and sports through the standards and hardware utilized. (5) have a prudent deal, or the funding offered is reasonable. (6) can be utilized as a yearly or semi-yearly program at schools/establishments as a type of reward and possible improvement. (7) meet the parts of good and organized administration (guideline). The idea of good and organized administration is seen from the accessibility of base comes, *edu ortrad* manuals, a group of facilitators from conventional games-specific establishments, and the idea of administration exercises or exercises introduced. (8) have a complete and appropriate instrument that matches the administrations given.

The research implementation is carried out by applying traditional games and sports on educational tours by guides and facilitators. This sports industry service provides additional insight into the knowledge and increases the motivation for the cultural preservation of the community. Educational tourism activities create a stimulus for the community. The significant improvement idea for conventional games-based instruction in the travel industry is to inventory customary games acquired from all rural and urban areas in North Sumatra Province and famous games at the National level. Then, the next step is to make a conventional games manual containing history, game methodology, and gear used for guidelines. The improvement of the manual will likewise act as a source of perspective for holding customary game rivalries as work to adjust the advancement of e-sport innovation with the conservation of Indonesian legacy games and sports. The advancements as a fortifying of the idea of conventional games schooling the travel industry in offering sporting types of assistance or play the travel industry vehicles and exhibitions containing customary games and the improvement of sports given nearby insight. The travel industry advancement is completed on the guideline of restoring the social-biological system and improving, enhancing, and scattering society.

## 5. Conclusion

Product development in the sports industry concept has a final feasibility level of 92% on the feasibility aspect and 90% on the effectiveness aspect. Therefore, it is in the Very Good category. The feasibility of the product was measured and obtained based on the results of the respondent's assessment through a feasibility and effectiveness test. Educational tourism industry services based on traditional sports affect the wealth of knowledge and cultural preservation. The *edu ortrad* sports industry is used by applying customary games and sports on instructive visits by guides and facilitators. In addition, it expands information and experience that will boost its execution in the more extensive local area. Particularly, the benefit is to have the option to become volunteers for keeping conventional games and sports in their surroundings. Research items can be utilized to target essential and optional school understudies, then to organizations and establishments that require instruction for the travel industry administrations.

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