



ABSTRACT

This research is motivated by the natural and cultural potential of the Oya River Valley in Imogiri, Bantul, offers attractive sports tourism but has not been optimally developed through tour packages. The research objective was identifying key components and design a structured sports tourism package tailored to field conditions. The method used was qualitative, and it involved observation, interviews, literature review, and documentation. The results revealed a variety of sports tourism attractions, including canoeing, trekking, via ferrata, caving, canyoneering, rope jumping, cycling, and camping. These attractions are supported by accommodations in homestays and camping grounds, meals managed by local UMKM, and transportation in the form of jeeps and motorcycles. Based on these findings, two tour packages were developed: Sélo Srawung Camp (overnight package) and Sélo Sedino (day package), with systematic itineraries and cost calculations. In conclusion, the sports tourism package in the Oya River Valley has significant potential to enhance Bantul's tourism appeal, strengthen local community empowerment, and support sustainable tourism development in the region.

Keywords: *Sport tourism, tour packages, Oya River Valley, Imogiri, Bantul.*



INTISARI

Penelitian ini dilatarbelakangi oleh potensi alam dan budaya Lembah Sungai Oya di Imogiri, Bantul, yang memiliki daya tarik *sport tourism* namun belum dikembangkan secara optimal dalam bentuk paket wisata. Tujuan penelitian adalah mengidentifikasi komponen utama dan merancang paket wisata *sport tourism* yang terstruktur sesuai kondisi lapangan. Metode yang digunakan adalah pendekatan kualitatif melalui observasi, wawancara, studi pustaka, dan dokumentasi. Hasil penelitian menunjukkan adanya beragam atraksi *sport tourism* seperti *canoeing*, trekking, *via ferrata*, *caving*, *canyoneering*, *rope jumping*, *cycling*, dan *camping*. Atraksi ini didukung oleh akomodasi berupa *homestay* dan *camping ground*, konsumsi makanan & minuman yang dikelola UMKM lokal, serta transportasi berupa *jeep* dan motor. Berdasarkan temuan tersebut, disusun dua jenis paket wisata, yaitu Sélo Srawung Camp (paket menginap) dan Sélo Sedino (paket sehari) dengan *itinerary* dan perhitungan biaya yang sistematis. Kesimpulannya, paket sport tourism di Lembah Sungai Oya berpotensi besar meningkatkan daya tarik wisata Bantul, memperkuat pemberdayaan masyarakat lokal, serta mendukung pengembangan pariwisata berkelanjutan di kawasan tersebut.

Kata kunci: *Sport tourism*, paket wisata, Lembah Sungai Oya, Imogiri, Bantul.