



INTISARI

Penelitian ini menganalisis potensi pengembangan adventure sport tourism di Tankaman Natural Park, Kaliurang, dengan fokus pada minat dan karakter wisatawan yang menyukai kegiatan adventure sport tourism dalam rentang umur kelahiran 1995-2010. Studi menggunakan pendekatan AMAP (Authenticity, Motivation, Activity, Place) melalui metode kualitatif berupa wawancara semi-terstruktur dan observasi lapangan. Hasil penelitian menunjukkan bahwa Tankaman memiliki kekuatan utama pada aspek keaslian alam dan kualitas ruang, seperti lanskap Merapi, jalur trekking yang alami, serta narasi lokal yang menjadi ciri khas destinasi. Motivasi wisatawan didominasi oleh kebutuhan aktivitas fisik, healing, dan ketertarikan berbagi pengalaman di media sosial. Namun demikian, fasilitas aktivitas, keamanan, dan promosi digital masih perlu ditingkatkan agar pengalaman wisata lebih optimal. Secara keseluruhan, Tankaman berpotensi menjadi destinasi sport tourism berbasis komunitas yang menarik bagi berbagai segmentasi, dengan catatan perlunya penguatan manajemen, peningkatan fasilitas, serta strategi pemasaran yang lebih profesional.

Kata kunci: adventure sport tourism, AMAP, Tankaman Natural Park, trekking, pengalaman wisatawan, pengelolaan berbasis komunitas.



ABSTRACT

This study analyze the development potential of adventure sport tourism in Tankaman Natural Park, Kaliurang, with a specific focus on the interests and characteristics of visitors born between 1995 and 2010 who are inclined toward adventure-oriented activities. The research applies the AMAP framework (Authenticity, Motivation, Activity, Place) and employs qualitative methods consisting of semi-structured interviews and field observations. The findings indicate that Tankaman's primary strengths lie in its natural authenticity and spatial qualities, including the Merapi landscape, its untouched trekking trails, and local storytelling elements that shape the destination's identity. Visitor motivation is largely driven by the need for physical activity, emotional restoration, and the desire to share experiences on social media. However, activity facilities, safety management, and digital promotion require further improvement to enhance the overall visitor experience. Overall, Tankaman demonstrates strong potential to develop as a community-based sport tourism destination appealing to diverse market segments, provided that management capacity, infrastructure, and professional marketing strategies are strengthened.

Keywords: adventure sport tourism, AMAP, Tankaman Natural Park, trekking, tourist experience, community-based management.