Analysis of Sports Tourism Potential in Pangkep Regency

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Abstract

This research is a qualitative descriptive study which aims to describe the potential for sports tourism in Pangkep district. In this research, the researcher explains the general potential and specific potential for the development of sports tourism in Pangkep district. This research was conducted using a direct interview method involving several informants, first an informant from the Pangkep Regency Youth and Sports Tourism Office who explained the general potential for sports tourism in Pangkep Regency, then the community on one of the islands and immigrants who came to the island to obtain information. Regarding the special potential for developing sports tourism in Pangkep district, researchers also utilized several secondary data to complete the research. The results of this research show that natural potential is closely related to increasing the productivity of natural resources, one of which is tourism. Tourism is defined as a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Tourism for sports is a new paradigm in the development of tourism and sports in Indonesia. Sports tourism is able to show its potential as something interesting as a recreational sport. The potential lies in the strength and attractiveness of sports which naturally have a symbiotic mutualism with the tourism sector. Recreational sports are directed at promoting sports as an effort to develop public awareness in improving health, fitness, fun and social relationships.

Introduction

There are so many advantages to developing the sports tourism sector, but up to now the development of the sports tourism sector is still limited, especially to rural areas. Sports tourism activities are often held more often in big cities, especially those centered on the island of Java. Including in Pangkep Regency, there is still very little sports tourism, Pangkep Regency is divided into three dimensions, starting from the mountain dimension, land dimension and island dimension. Based on the researcher's observations, in developing sports tourism, the researcher assumes that Pangkep district has general potential, namely that all tourist attractions in Pangkep district can have sports rides. Then the researcher also assumes that there is special potential for developing sports tourism in Pangkep district, namely in the island or tourism sector (Putri et al., 2020). Nautical. Then, currently Pangkep Regency is included in the Geopark (Earth Park) area recognized by UNESCO, this of course must be utilized for the development of sports tourism, with the hope that sports tourism can help develop the regional economy which of course can empower the community (Hu et al., 2022), both the general public and sports practitioners, and sports academics. Therefore, the researcher plans to conduct research with the title "Analysis Of The Potential Of Sports Tourism In Pangkep District". It is hoped that the results of this research can become a reference for academic studies for tourism development, especially sports tourism in Pangkep Regency.
development of sports tourism indirectly has a big influence on increasing tourist attraction and is of course an indicator of economic improvement at both regional and national levels, then of course this is an effort to empower sustainable communities. This refers to the basic views of the Regional Tourism Development Master Plan (RIPPDA) for Pangkep Regency 2014-2025, which emphasizes the vision which focuses on "Tourism development in Pangkep Regency with the main focus on marine tourism and ecotourism which has global competitiveness in 2025." One aspect of the related mission is "Utilizing and managing tourism resources optimally to increase local economic competitiveness and community welfare." (Pranita et al., 2022).

Sports tourism is the implementation of Community Sports which utilizes two fields, namely tourism and sports, combined and expanded in the tourism and sports industries to contribute to economic growth (Cheng et al., 2023). Many countries in the world also consider this industry as a source of income, including Indonesia. Apart from holding competitions and showcasing natural beauty, the incentives provided in the competition are one of the attractive elements for visitors. If previous holiday concepts tended not to provide feedback, sports tourism offers added value from an economic perspective, so that The aim of tourism is not only related to financial expenditure but also increasing income. Then the Government issued Law No. 11, the 2022 sports law stating that sport refers to all activities that unite the mind, body and soul in a structured way to encourage, strengthen and develop physical, mental, social and cultural potential. Its function is to improve physical, mental and social abilities, as well as form a noble character for the nation (Fingkirani et al., 2020). The aims of this sporting activity are: first, to maintain and improve health, fitness, performance, intelligence and human quality; second, to instill moral values, sportsmanship, competitiveness and discipline; third, to strengthen national unity and integrity; fourth, to strengthen national resilience; and fifth, to increase the dignity and honor of the nation and promote world peace. Law No. 11 2022 also states that there are three types; Educational sports, performance sports and community sports.

Sport tourism, or sports tourism, is a tourism sector that can increase the number of tourist visits and have an impact on local economic income. Melo & Sobry (2017) states that the government can adopt various strategies to increase tourist visits to its country, one of which is through the development of sports tourism. Like tourism in general, the aim of sports tourism is to provide enjoyable experiences and reduce boredom caused by daily routines. In sports tourism, there is an element of challenge and competition which is an integral part of the characteristics of the sport itself (Hinch & Higham, 20010. Thus, sports tourism combines several components, including natural resources and local wisdom, thus providing its own characteristics and attraction for tourists. One way to strengthen economic growth is to develop the tourism sector, especially by utilizing natural resources and local cultural riches. Over time, tourism has become an important part of life and makes a significant contribution to urban communities with a middle economic level. Telfer & Sharpley (2016) Interpret tourism as an important and integral element of a country's development strategy. Tourism is not just a concept to overcome boredom or find a livelihood, but also a lifestyle for tourism practitioners and consumers.

In our country, there is a BAPPENAS institution which has the main responsibility for formulating and implementing long-term development plans that are in line with the principles and goals of the SDGs (Brodjonegoro, 2022). They can ensure that national development policies are integrated with the SDGs, ensuring a balance of economic growth, social equality and environmental sustainability (Gupta & Vegelin, 2016). BAPPENAS can also support initiatives that increase community participation in development planning and implementation,
thereby creating a more sustainable impact. Then, to achieve this noble goal, it needs to be done jointly from various sectors, including the sports sector.

**Methods**

The research used in this research is qualitative descriptive research. This approach is not limited to the use of statistical procedures or quantitative measurements, but rather emphasizes the collection and analysis of descriptive and interpretive data. This research was carried out in Pangkep district, South Sulawesi. The researcher will meet the informant at the office of the Pangkep Regency Youth and Sports Tourism Office, as the agency that oversees the sports and tourism sector, then the researcher will also conduct interviews with the informant on one of the islands which is considered to have potential for sports tourism, because the island area is an icon of Pangkep district, making it an attraction for tourists. The research focus aims to narrow the scope of the study so that the research is more focused, making it easier to collect data at the research locus and draw conclusions.

**Result and Discussion**

Pangkep Regency is one of the districts located in the South Sulawesi Region. In the past, this district was known as Pangkajene Islands, which was usually abbreviated as Pangkep. Pangkajene and Islands Regency, or Pangkep, has an initial area of around 1,112.29 square kilometers. However, after a joint analysis by the National Survey and Mapping Coordinating Agency (Bakosurtanal), the area area was revised to 12,362.73 square kilometers. In this revision, the land area of Pangkep Regency covers around 898.29 square kilometers, while the maritime area reaches 11,464.44 kilometers.

![Figure 1. Map of Pangkep Regency](Source: Peta.pangkep.Blogspot)

Pangkep Regency is an area that has its own uniqueness with a variety of natural and cultural resources as tourist objects and attractions.

The ecotourism potential of a region should refer to the Tourism Development Master Plan (RIPPARNAS), which consists of master plans at the national level, provincial level and district/city level. RIPPARNAS is then regulated through regional regulations and involves relevant stakeholders. One example of a tourism destination that aims to become a marine
tourism area is Pangkajene and Islands Regency in South Sulawesi Province. This district has the ambition to make tourism one of the leading sectors. In the Pangkep Regency Tourism Development Master Plan (RIPPDA) 2014-2025, there is a vision formulated, namely "Pangkep Regency Tourism based on marine tourism and ecotourism that is competitive and has a global perspective in 2025". This vision serves as a guide for efforts to develop sports tourism in the district, with a focus on its marine tourism and ecotourism potential. In the literature review, researchers quote the opinion that (Ugi Nugraha et al., 2020) defines sports tourism as traveling away from one's main residence to participate in recreational sports activities or competitions. This also includes travel to observe sports at both grassroots and elite levels, as well as trips to visit sports attractions such as famous sports halls or water parks. Thus, sports tourism involves various types of travel related to sports activities, both as participants and spectators.

Then it is written that According to (Chersulich Tomino et al., 2020) In its development, a number of names have emerged that are popular among the public for types of sports tourism, including: Recreational sports/maritime tourism (such as diving, rowing, sailing, sky water, water surfing), Nature tourism (for example walking in the open, mountain climbing, rock climbing, out bound), Sports tourism competitions (football, volleyball, basketball, boxing, tennis), Playground tourism sports (for example shooting, car racing, karting, mini bikes), Aerospace tourism sports (such as parachuting, paragliding, hang gliding, radio controlled boats), Hotel tourism sports (fitness, swimming pool, tennis, golf, billiards), Traditional game tourism sports (such as stilts, catfish patol, fortification, gobak sodo), spontaneous or improvised tourist sports (such as hitting water in plastic, taking coins stored in papaya, etc.). The researcher assumes that regarding tourism potential, the Pangkep district area can be grouped into general potential and specific potential, so that in the results of this research, the researcher describes the sports tourism potential that exists in Pangkep district both in general and specifically, by reducing some of the information available obtained.

**General Potential**

This was revealed after the researcher conducted an interview with the Pangkep Regency Disparpora, in this case Mr. Irfan as Head of Tourism, he said that "In general, Pangkep Regency consists of various tourist attractions spread throughout the sub-districts in Pangkep Regency, seen from their geographical formation. "Pangkep consists of three dimensions, namely the mountain dimension, the plain dimension and the island dimension." The informant also added that "to see the tourist attractions in Pangkep Regency, we will provide the data." The following data is intended as follows:

<table>
<thead>
<tr>
<th>Location</th>
<th>Subdistrict/Village</th>
<th>Name Object</th>
<th>Power Pull</th>
</tr>
</thead>
<tbody>
<tr>
<td>District Pangkajene (Land Dimension)</td>
<td>Kel.Padoang-only</td>
<td>Time clean/Bamboo pointed</td>
<td>Selfie,tour Culinary</td>
</tr>
<tr>
<td></td>
<td>Kel. Jagong</td>
<td>Custom homeJagong</td>
<td>WisdomLocal</td>
</tr>
<tr>
<td></td>
<td>Kel. Mappasaile</td>
<td>Tou Culinary</td>
<td>Culinary</td>
</tr>
<tr>
<td>Minasate'ne district (Land Dimension)</td>
<td>Kel. Biraeng</td>
<td>KalibbongAlloa</td>
<td>Leisurely.Region Karst</td>
</tr>
<tr>
<td></td>
<td>Kel. Bontoa</td>
<td>Feather CaveSipong</td>
<td>Ancient</td>
</tr>
<tr>
<td></td>
<td>Kel. Kalabirang</td>
<td>goddess Lamsang</td>
<td>Natural tourismmand Wisdomlocal</td>
</tr>
<tr>
<td>Bungoro District (Land Dimension)</td>
<td>Fur Village cindaa</td>
<td>goddess love</td>
<td>Tour Mangroves, sunset</td>
</tr>
<tr>
<td></td>
<td>Kel. Samalewa</td>
<td>Kaw. Matampa</td>
<td>Natural tourismmand tourism artificial</td>
</tr>
</tbody>
</table>
From the information obtained, it shows that Pangkep Regency not only provides various natural charms, but also offers various types of culinary and religious tourist attractions, so it can be said that all tourist attractions in Pangkep Regency have general potential which is a supporting factor for development. Sports tourism. This is because the basic explanation of sports tourism is how tourists can exercise at tourist attractions, either as participants in sports attractions or just watching competitive sports games. Then the Head of Tourism further added that "of the various types of tourism in Pangkep district for the mountain sector, we are actually still far behind the karst rock clusters of Maros district, as well as the hills in Pangkep being relatively few, compared to those in Barru district, it will but in the island areas related to marine tourism, Pangkep district has the most, so it is possible "It is said that the special potential that exists in Pangkep district is its archipelagic region, or marine tourism, but there is still relatively little development of sports tourism in the region." This is in line with what
the researchers suspected in the presentation of the research background, that the archipelagic region is iconic for Pangkep Regency which has special potential for tourism development. Then for sports tourism itself, according to Mr. Irfan, "sports tourism is a new term which until now has not actually been well understood by the government, even though it is clear that our agency has been combined with the tourism service and the youth sports service, of course this is an opportunity "new for regional economic development" he said more clearly that "for the implementation of tourism with a sports nuance, currently there are only rafting in Balocci and snorkeling on Kappopposang Island, it's just that for snorkeling on Kappopposang Island it is only a tourist choice, meaning only people "There are certain people who can enjoy it, because the costs are quite expensive, so every year we hold a katinting race event. "Finally, he revealed that the development of tourism in Pangkep district, especially promotion, is still lacking, even though if you look at the tourist attractions, there are so many and they are enchanting."

Specific Potential

Furthermore, based on researchers' assumptions which say that Pangkep Regency has its own uniqueness from other regencies, especially those in South Sulawesi Province, how could it not be that with so many island groups, it would certainly be a special attraction. In the results of an interview with the tourism and sports department, who firmly stated that the special potential that exists in Pangkep Regency is its island area, this is certainly in line with what the researchers assumed. So, to make this research more meaningful, with phenomenological observations the researcher also conducted interviews with island residents as a resource that has special potential for developing sports tourism in Pangkep district. In this case, researchers conducted an analysis on one of the islands in Pangkep district, namely Pala Island, Mattiro Dolangeng Village. First, the researcher conducted an interview with one of the local residents, in the interview with Mrs. Delima, she stated that "tourism can become a new job opportunity among the people of this island, it would be very good if our island was busy with tourists." Then his statement was that there were no active youth institutions on the island, and regarding the understanding of sports tourism, Mrs. Delima said "I personally don't really understand sports tourism, all I know about are sports matches, such as football matches, badminton matches." Then the researcher asked about the security of the people in the area, Mrs. Delima, said "if there is a security issue on this island, it is guaranteed to be safe because I have lived here for decades, thank God there has never been any chaos or theft, so you could say it is safe." Not only that, the researcher also questioned the willingness to be involved in tourism development, to which he firmly stated "I personally am very happy to be involved in developing tourism on this island, especially as a form of service to my own village, and I think the local residents I'm also very happy, because of that, there is a new source of income." In the final question session, the researcher asked about possible obstacles that could occur in the development of tourism and the uniqueness of the island, Mrs. Delima explained that "the main obstacle may be that many residents do not understand tourism, especially what is called sports tourism, so we have to socialize it. first, then related to the uniqueness that exists, on this island the people every year hold a manre temmu taung, which means eating together at one of the traditional points "On this island, what is also unique about its culture is that there are rituals on ships that want to go to sea, from the unique nature we can see the beautiful stretch of white sand and beautiful coral reefs, also the real uniqueness here is that there are not too many people".

Then this interview indicated that the people on this island have the potential to become tourism development, but the researcher also noted that the development of tourism on this island still lacks the support of the local government. Therefore, the researcher felt that to perfect this special potential information, the views of immigrants or people who visited the
island were needed. In this case, the researcher conducted an interview with a migrant or person who had visited the island, on behalf of Naufal, who stated that "the journey to this place is not too long, and along the way you will be treated to a row of beautiful islands, and I see that this island is very beautiful." beautiful with stretches of white sand and beautiful coral reefs, the friendliness of the people of this island, and this island could also be a tourist spot, it's just that there are several public facilities that need to be improved, such as public toilets and places of worship, in this case the mosque needs to be repaired. for the comfort of visitors, what is lacking in this place is that there are still certain points that show piles of rubbish, which is certainly an unpleasant view, so my suggestion for developing tourism in this place is that there is a need to increase awareness of the cleanliness of the island and improve some existing public facilities, then for access to this island, it is better to provide a special passenger ship whose main destination is this nutmeg island."

In Presidential Regulation Number 86 of 2021 concerning the Grand Design of National Sports in article 2 regarding the objectives of DBON, namely; a; improving sports culture in society, b; increasing the capacity, synergy and productivity of sports for national achievements, c; advancing the sports-based national economy. Basically, it can be stated that, sports tourism is not only talking about sports facilities at tourist attractions, but sports tourism is a complexity both in the sports industry and the tourism industry. Departing from the basic meaning of sports tourism, namely how tourists can enjoy tourism, whether natural tourism or cultural tourism, but also at the same time can watch and/or carry out sports activities. With this basic idea, then research was carried out using observation, interviews and documentation, so it can be seen that the potential for sports tourism in Pangkep district is all the tourist attractions recorded, of course this indirectly has the potential in general for the development of sports tourism, because almost all places Sports rides can be provided for tourism, the following are sport rides that can be done at each tourist spot recorded in the mainland area based on the researchers' limited observations:

<table>
<thead>
<tr>
<th>Location Tour</th>
<th>Name Object Tour</th>
<th>Sports rides can made</th>
<th>Distance from city Pangkep</th>
</tr>
</thead>
<tbody>
<tr>
<td>District Minasate’ne (Land Dimension)</td>
<td>Kalibbong Alloa (leisurely, Region karts)</td>
<td>Sport natural (Climb cliff)</td>
<td>7 km</td>
</tr>
<tr>
<td></td>
<td>Goddess Lamsang (Travel natural eye water)</td>
<td>Sports (rowing use canoe)</td>
<td>5 km</td>
</tr>
<tr>
<td>District Bungoro (Land Dimension)</td>
<td>Mattampa</td>
<td>Competition Sports (swimming And Futsal)</td>
<td>5 km</td>
</tr>
<tr>
<td>District Labakkang (Land Dimension)</td>
<td>Maccini Pier wedge</td>
<td>Sports (Skyair, paddle)</td>
<td>18 Km</td>
</tr>
<tr>
<td>District Ma’rang (Land Dimension)</td>
<td>Rest Area Tourism Balance</td>
<td>Sports (rowing use canoe)</td>
<td>10 km</td>
</tr>
<tr>
<td>District Segeri (Dimensional Mountains)</td>
<td>Hair Shove</td>
<td>sports (climbing mountain)</td>
<td>30 Km</td>
</tr>
<tr>
<td>District Tondongtallasa (Dimension of Mountains)</td>
<td>Water Plunge Gollae</td>
<td>Sport natural (Arum rapids)</td>
<td>15 km</td>
</tr>
<tr>
<td></td>
<td>Padang pa’bo</td>
<td>Sport Natural (Hiking)</td>
<td>20 km</td>
</tr>
</tbody>
</table>
Sports tourism that is likely to be carried out at these tourist attractions is the result of limited research observations, this certainly requires more in-depth study if you really want to held. Then based on the researcher's assumption at the observation stage that Pangkep district has special potential in the marine tourism or marine sports sector in the islands and this is in line with what was conveyed by the Youth and Sports Tourism Department, Mr. Irfan as Head of the Tourism Division, who stated that indeed the district Pangkep is superior in the island or marine tourism sector compared to neighboring districts, namely Maros district and Barru district. So, to create an interesting impression in this research, or find new findings which can be called grounded theory, researchers conducted research on one of the islands which can be said to be interesting from its external appearance with clusters of white sand called Pala Island. Pala Island is administratively included in Mattiro Dolangeng Village, Liukang Tupabbiring subdistrict. By traveling approximately 1 hour by boat from Pangkajene pier. One of the reasons researchers chose Pala Island was because the population was not very dense, only around 90 heads of families, and many residents had migrated out of the area. Based on the results of the research carried out, researchers found excellent potential to be developed into a tourist attraction and more in-depth for the development of sports tourism.

Then, based on the results of interviews with local residents, it can be said that the residents of the island really agree if the island is used as a tourist destination, because it can be a new source of livelihood, as well as the statement of a newcomer who came to the island for the first time, stating that Pala Island is very interesting to visit again. It's just that there are several important notes that need to be paid attention to, namely regarding cleanliness and public facilities such as toilets and places of worship. The following is a possible sports tourism that can be carried out on Pala Island based on the limited observations of researchers: (1) Beach Volleyball; (2) Sports football; (3) Paddle using a canoe; (4) Free swimming; (5) Smorkeling; (6) And spontaneous sports

Then it was discovered that Pala Island not only has the potential to be used as a sports tourism spot, but on the island there is cultural tourism that we can witness, such as the annual event which involves eating together with all the people on Pala Island and what is unique is the "mappasoro kappala" culture. namely a ritual carried out on ships that want to go to sea. The researcher also explained that the absence of a youth institution is one of the factors that influences the development of an area, for this reason the researcher recommends forming a youth institution on the island, as a locomotor for the development of sports tourism.

**Conclusion**

Based on the Presidential Regulation of the Republic of Indonesia No. 86 of 2021 concerning the Grand Design of National Sports in Article 2 paragraph 1 regarding the Objectives of DBON: a) improving Community Sports culture, b) increasing the capacity, synergy and productivity of National Achievement sports, c) Advancing the national economy based on Sport. With this, Sports Tourism is part of the implementation of the National Sports Grand Design (DBON) Sports tourism has not been implemented optimally in Pangkep district, because the community is not really related to sports tourism and there are no youth institutions that work in the field of sports tourism.

Sports tourism does not only talk about sports rides at tourist attractions, but sports tourism is a complex unity between tourism and sports, because of the various types of sports tourism such as; Maritime Sports, Nature Tourism Sports, Match Tourism Sports, Playground Tourism Sports, Aerospace Tourism Sports, hotel tourism sports, traditional game sports and Spontaneity tourism sports. Based on the explanation of sports tourism and types of sports tourism, it can be said that all tourist attractions in Pangkep district have great potential for
developing sports tourism in Pangkep district. Potential for sports tourism can be grouped into potential in general and potential in particular, in this case potential in general includes all tourist attractions in Pangkep district and potential in particular, namely marine tourism or tourism in the islands, which directly means special potential for sports tourism in Pangkep district, namely Maritime Sports. Pala Island, which has special potential, has great potential for the development of sports tourism, Pangkep Regency is an area that has great potential for the development of Sports Tourism. Natural potential is closely related to increasing the productivity of natural resources, one of which is in the context of tourism. Tourism is defined as a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Sports tourism is a new paradigm in the development of tourism and sports in Indonesia. Sports tourism can show interesting potential as a form of recreational sport. This potential lies in the strength and attractiveness of sport which naturally collaborates with the tourism sector. Recreational sports is directed at promoting sports as an effort to increase public awareness of the importance of health, fitness, fun and social relationships.

Suggestion

For Pangkep Regency Youth and Sports Tourism

Conduct outreach to the public regarding understanding of sports tourism regarding its implementation and the benefits that can be obtained. Forming a special youth institution that deals with sports tourism. Pay attention to tourist attractions that have the potential to develop sports tourism. Optimizing the promotion of tourist attractions in Pangkep district by utilizing influencers and/or local content creators. Taking an in-depth look at the benefits gained from developing sports tourism both in terms of community empowerment and regional economic development. In terms of special potential, in this case the special potential is analysis of marine sports tourism on Pala Island, local government policies are needed regarding the formation of youth institutions on the island, as well as socialization of tourism development and hygiene education.

For the Community

Get involved in tourism development in their respective environments. Pay attention to the cleanliness of tourist attractions in their respective environments. For students or other researchers. For the sake of further developments regarding this research, it is recommended to research similar things or research more deeply into factors that are still lacking in research conducted by researchers.

References


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