



Unlocking Sports Tourism Potential in Pangkep Regency through Strategic Development and Community Engagement

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Abstract

This research aims to assess the possibility of developing sports tourism in weather diverse and culturally enchanted Pangkep Regency which faces critical issues of infrastructure and strategies necessary in the field. The study aims at identifying how the physical environment of Pangkep including mountains for hiking and cliff activities, as well as islands for snorkeling and diving can be used to build up the emerging sports tourism market. Also, it focuses on exploring the possible roles and potentials of the Mappasoro Kappala ritual when including into the organisation of tourism activities. But the study shows strengths which have hampered these potentialities such as poor infrastructure, poor marketing and poor community participation. The absence of infrastructure and safety provisions as well as a coordinated regional approach to tourism development limits the region's opportunity to develop and package a reliable whole year round tourist product. Furthermore, the fact is that local communities are ready to participate in the development of tourism, but there is a significant lack of information and materials that would allow them to have meaningful participation. In response to these challenges, therefore, the study provides several recommendations that include; Developing sustainable infrastructure to support the future growth of the program, strengthening the capacities of the community to increase their active participation in related programs, and formed a composited task force of some stakeholders to enhance coordination at the strategic level. Marketing promotion made to both domestic and foreign tourists is required in the market promotion unique products and assets.

Introduction

Sports tourism as a phenomenon has emerged as a key element in tourism systems of many countries, especially when the search for the additional sources of income is in progress and/or when efforts to endorse sustainable tourism development are made. Sports tourism, which may be described as travel that includes the act of watching a game, competition or engaging in sporting activities, can also provide the opportunity for physical activity and tourism hence can be used to attract both domestic and international tourists (Gibson, 1998; Weed, & Bull 2009). In most parts of the world, the development of sports tourism triggers economic progress, social integration and enhancement of community participation, with regard to sustainable development goals, as postulated by Hák et al. (2016). But yet to date, it has not achieved its observational and actual potential importance in many regions of Indonesia including the rural and island areas which abound with natural endowment but are scantily endowed with infrastructural amenities and awareness on Sports Tourism as a business.

The Grounds that have to be established for exploration of Sports Tourism is indeed presented through case study of Pangkep Regency of South Sulawesi. Geographical features such as mountains, plain, a large number of islands provide the region's natural attributes that suit recreational as well as competitive sports. The availability of diverse terrains in the geography of Pangkep Regency also offer prospects in terrainbased activities including hiking, rock climbing, trail running and waterbased activities including snorkeling, diving, sailing etc particularly on islands of PTR (Putri et al., 2020). Hence, while the above inherent characteristics would ordinarily suggest that sports tourism is well developed in Pangkep, this is not the case, simply because most of the opportunities therein have not been fully developed, due in major part to the deficiencies in infrastructure; inadequate marketing; and, lack of coherent planning strategies (Telfer and Sharpley, 2015).

As with most PR and island economies, sports tourism is relatively unexplored; yet it is not a new idea at all. In the context of the global market as the market becomes more and more specialized, sport tourism becomes popular, which serves to give Pangkep focus on this specific market on tourists interested in blending exercise with sightseeing (Hinch & Higham, 2001). In some geographic settings here, traditional tourism might be hampered by availability of infrastructure and facility, sports tourism offers a compliment opportunity by making use and adventure of the natural endowment and /or cultural practices (Sandor & Adam, 2019). Consequently, the economic contribution of sports tourism can be high, especially when it is an element of a wider strategy of sustainable development of a region, involving infrastructure and involvement of the community (Gibson et al., 2012).

Furthermore, the Presence of the regency of Pangkep in the Geopark list of UNESCO therefore, stress the need and the opportunity for the development of sustainable tourism that involves the concept of sports tourism. As special areas of land with the objectives of preserving geological and geomorphologic heritage and, simultaneously, developing new economic activities based on stewardship or ecotourism, geoparks can afford a loose yet effective means of integrating sports tourism into their landscape (Dowling, 2011). The status of Geopark not only increases awareness of the international community about the isles of Pangkep but also fits into the national and international strategies for sustainable tourism development (Farsani et al., 2014). Geographically, through taking advantage of being a Geopark, Pangkep can potentially attract a number of tourists those who are in interest in the geographical features and recreational activities on the site to boost up the economy and welfare of the locals (Hu et al., 2022).

The identified problems of Pangkep concerning the development of its sports tourism undoubtedly belong to a complex of common problems for the development of tourism in the rural and island areas. These challenges include the lacking of infrastructure, inadequate promotion and marketing, and the weak community awareness of the tourism advantages (Pranita et al., 2022). Additionally, there is little or no general concept toward the specific sector of sports tourism, thus, the opportunities are not grasped and the strength of natural and cultural endowments are not exploited (Chersulich Tomino et al., 2020). These challenges indicate that development of tourism in the respective areas must go beyond just the financing of physical inputs such as roads, accommodation, and infrastructure: successful development of tourism ought to enhance the capability of local people and to promote the establishment of edgy tourism related enterprises hence developing the human and financial capital networks in support of the government, private sector and civil society organisations (Meyer, 2004).

Looking at the little explored area of sports tourism in the geographical and cultural context of Pangkep Regency in South Sulawesi, this study aims to investigate and describe the potential

and actual role of this kind of tourism in the development of the sector and the economic growth of the observed area. Unlike other studies that explore potentials, possibilities and viability etc, this study aims at exploring the mechanics, the structures, which define the viability and sustainability of sports tourism in the context of the district of Pangkep. The analysis is based on the socio economic, environmental and political factors which takes a view on the issue beyond the conventional framework of study of tourism.

Methods

This study is using the qualitative descriptive method in the study of the sports tourism prospect in Pangkep Regency, South Sulawesi. This study is well positioned for qualitative research since the propose is to understand the essence of factors social, cultural and economical in the development of Sports Tourism. This way, the methodology aims at not only establishing overall and specific opportunities for the development of sports tourism in the context of the region but also at identifying the specific measures that in this regard might be introduced in terms of policies and practices.

Research Design

The rationale behind the choice of the qualitative descriptive approach is in the ability of the approach to offer a rich and contextualised description of the research setting without limiting the analysis by overbearing structures that might overlay important contextual factors (Azungah, 2018). This way, the researcher can ‘stay close to the data’, and report research outcomes in plain, clear terms that can be implemented without much difficulty. The research methodology is based on a number of research questions that are used to direct the study, with an emphasis on the identification of sports tourism opportunities, the barriers to and solutions for these opportunities.

Sampling Procedures

To achieve the purpose of the study, purposive sampling is used in order to select the participants with relevant knowledge and experience in the areas of tourism and sports in the context of Pangkep Regency. Cue purposive sampling to make sure that the information to be gathered was thick and good, coming directly from key players in the field (Sullivan-Bolyai & Bova, 2021). The key informants for this study are the officials of Pangkep Regency Youth and Sports Tourism Office, civil servants from the local government, players from the local tourism industry, heads of communities and residents in the identified tourist destinations in the Regency.

Failure to achieve maximum variation sampling also forms part of the consideration in the sampling process to capture the different variations in the region’s potential. This guarantees that as many as possible of the parameters are elicited, including geographical dimensions of Pangkep (mountain, plain, and island), as wells as sectoral dimensions, that is government, private sector and the communities that are involved in or impacted by tourism development. The purposeful sampling results in characterization of 15 key informants considering the data saturation (Mwita, 2022). It was considered reasonable to attain this number so as to include a sufficient range of views that would underpin a comprehensive analysis of communities, and at the same time, to grasp the depth of every subject’s understanding. Only 14 informants participated in the study because data collection ceased when there was no new information or themes arising from further; data saturation was closely monitored throughout the study.

Data Collection Methods

The main data collection technique adopted was the semi structured interviews since they allow a mixture of Structure and unstructure question. This method was chosen because the researcher finds flexibility in accessing one or more topical areas in depth and also in being able to follow up on a general question to gain details as required (Aurini et al., 2021). The interview questions were designed according to the selected research questions and were comprised of the actual questions and probes to expand on the participants' views and experiences.

Face to face interviews were adopted while telephone interview and video conferences were occasionally used to fit the informants' timetable. The interviews took from 60 to 90 minutes on average, and all the participants agreed to record them. The interviews were carried out in the local language, Bahasa Indonesia so as to allow the participant to be fully and freely expressive. The recordings made in Burkina Burkinabe were transcribed and translated into English for the purpose of the analysis. Apart from interviews, the observations were also made in the various tourism established destinations in the Pangkep Regency, such as the Pala Island, Balocci, and of course, the beautiful limestone hills of Minasate'ne. They mainly involved body obsrvations where attention was paid to the physical development that was tourist related, tourists' movement and tourists 'interactions with the locals. Observations were made on the field with a view of taking field notes to use in the analysis of interview data in the subsequent phase. The study also utilized document review where the researcher collected regional tourism development plan, government documents and prior studies on tourism in South Sulawesi. Questionnaire was used to confirm the data obtained from interviews and observation whilst document analysis offered a contextual background data hence came in handy in making a triangulation of the interviews and observation data in relation to factors that shaped sports tourism in Pangkep.

Data Analysis

In analyzing the data, thematic analysis which is fitting for qualitative research studies since it enables the identification of themes in the data was used (Kiger & Varpio, 2020). The analysis, therefore, involved going through the steps of repeated reading of transcripts and field notes with the aim of familiarizing with the data. The use of the term 'Initial codes' is due to the fact that these codes were developed according to themes and conceptual categories which were evident during this stage. Coding was done manually and also with the help of word and NVivo because of the large number of data sets. These themes were then further developed and also named before they could be classified and correlated to the research questions. The research looked at the specific elements of the characteristics and the processes that affect the development of sport tourism in Pangkep with an emphasis on the Conflicts of the local culture, natural surroundings and buildings.

Result and Discussion

Potential for Sports Tourism Over All in Pangkep Regency

One of the strengths that can be used to promoted sports tourism in Pangkep Regency is the geographical diversity. The region has mountains, plain, and island terrains which presents the natural endowment that can accommodate different brands of sports tourism. Nonetheless, the actualization of this potential is not easy, and it is greatly constrained by distortions in infrastructure and logistics.

Table 1. Potential Sports Tourism Activities by Geographic Area

| Geographic Area | Tourist Attraction | Potential Sports Activities | Current Infrastructure | Key Observations and Challenges |
|------------------------|---------------------------|------------------------------------|-------------------------------|--|
|------------------------|---------------------------|------------------------------------|-------------------------------|--|

| | | | | |
|--------------------|-----------------------------------|--|----------------|---|
| Mountain Dimension | Kalibbong Alloa (Karst Region) | Cliff climbing | Underdeveloped | Lacks safety measures and trail markings |
| | Bontoa Cave (Feather Cave Sipong) | Cave exploration | Minimal | Requires investment in guided tours and safety gear |
| | Padang Pa'bo | Hiking | None | No existing trails or signage |
| Island Dimension | Pala Island | Snorkeling, Canoeing, Beach Volleyball | Limited | Lacks basic facilities like restrooms and docking areas |
| | Kappoposang Island | Snorkeling, Scuba Diving | Exclusive | High costs limit accessibility |

There cannot be any denial of the fact that the mountains and islands of Pangkep have the potential for deeding sports tourism to the destination. But the fear premium is the sour note: the area lacks investment in safety measures, marked trails, and tourist amenities. This underdevelopment cannot only reduce the availability, beauty or significance of these places to potential tourists but also create safety hazards that may prevent even the most intrepid traveler. The lack of infrastructure in the rural area of aboriginal tracts such as Kalibbong Alloa and Padang Pa'bo supports the very observation that rural tourism remains a neglected blemish. These are some of the areas that would do well hosting new activities such as cliff climbing and hiking – both of which have rapidly picked up in the ecotour and adventure tourism niches. Nevertheless, majority of such activities remain a mystery thanks to the lack of appropriate facilities. This is a missed chance for Pangkep to take advantage of the new embracing market for adventure tourism that is both profitable and ecofriendly.

In the island regions the possibilities for water activities for example snorkeling and diving are also very much untapped. High costs attached to the usage of Kappoposang Island for instance makes such activities to be only within the reach of the affluent hence not helping out the entire population that can otherwise be helpful to the country's economies. However, Pala Island does not have the necessary amenities such as rest rooms and docking space hence eradicating any impression that tourists may develop about the areas and thus affecting the reputation of the region. The imbalance, or the disconnection between the potential development strengths that Pangkep has and the actual development activities being implemented can be seen here. This is a disconnection that requires a more tactical outlook to the subject of tourism that goes beyond just the creation of the deserved infrastructure; efforts should be made to ensure that these natural resources are actually made avails, secure, and attractive to the my riad of tourists.

“Despite the fact that the karst region in Minasate'ne district contains potential for climbing sports the area is yet to be developed for that particular sport... Similarly, the coastal area of Pala Island is good for waterborne sporting activities currently we lack even the basic facilities that could attract tourists.”

This comment from the head of tourism reveals a huge potential aggregate difference in the current state of Pangkep's sports tourism industry. That a top government official can speak of infrastructure failure yet failure in infrastructure is evident, is a sign of concern rather than reliance of the problem's acknowledgment as evidence of its solution. Therefore, there is need to readjust the development agendas and rearrange development focus to enhance high end value addition as a fundamental to realize the development potential of the region. Cultural resources can be another type of asset capable of reinforcing the attractions of Pangkep Regency as a sports tourism destination; this is in terms of cultural heritage. Cultural doctrines

like the Mappasoro Kappala ritual and the Manre Temmu Taung feast are more perfect paradigms that allow participation of cultural points of interest with points of interest of sporting tourism. Nonetheless, huge challenges arise in marketing these events and incorporating them into a coherent tourism initiative.

Table 2. Cultural Events and Their Potential Integration with Sports Tourism

| Cultural Event | Description | Potential Sports Tourism Integration | Challenges and Recommendations |
|--------------------------|--|---|--|
| Mappasoro Kappala Ritual | Traditional blessing of ships before sailing | Maritime sports events like sailing races | Limited awareness and promotion among tourists |
| Manre Temmu Taung Feast | Annual community feast | Community based sports events | Requires coordination with local communities |

The implementing of cultural performances such as Mappasoro Kappala if incorporated with sports tourism seems to offer a unique selling proposition for Pangkep. Thus, by identifying the cultural values with the sports, tourism facilities of Pangkep could develop a new kind of product that can attract both the culture seekers and sports lovers. This not only significantly enhances the tourists' experience but also becomes a way to support and develop the historical and cultural attributes contained in the nation's identity, thereby promoting cultural sustainability. However, the currently level of awareness and promotion of these cultural events is not sufficient to engage the general public. The lack of marketing and promotion strategies aimed at integrating these cultural elements into the tourism offering reflects a broader challenge in Pangkep's tourism strategy: the mentioned weaknesses include the inadequate exploitation of the culture resources in this region.

This underutilization is a big problem as it not only hampers the possible economic gains that may come with tourism but also with cultural practices which may slowly die out if not marketed and supported.

Moreover, on the successful implementation of cultural activity into sporting activities, it mandates the coordination with local people. They are part and parcel of the culture of the people and the experience of turning them into tourism products relies on the willingness of the people who host festivals. Nevertheless, it is clear that there is a need for improved coordination and input from the community based, as have been the problems with organizing such occasions. Lack of community support may lead to community collapsing any attempts at finding synergy between the culture and sporting events, which in turn results to a low appeal to the tourist.

“Our traditions like Mappasoro Kappala are not ours to be kept but treasures to be shared with the global community possibly in conjunction with some maritime sports activities...atleast we need to popularize our activities for it to gain such a reception”.

This insight from the local leader drives towards the fact that there is need for community participation when it comes to the implementation of cultural tourism. The idea that these traditions could be portrayed to the nearest and dearest around the world shows that some local communities are ready to engage in the development of tourism. Nevertheless, the demand for enhancement of promotion and community participation points to the fact that existing publicity is poor and more needs to be done so as to see that these cultural activities are efficiently incorporated in Pangkep tourism master plan.

Specific Potential of Sports Tourism

Pala and Kappoposang Islands within the Pangkep Regency are considered to have excellent natural conditions for marine sports including snorkelling, diving, and canoeing. However, a number of factors such as high cost and poor access reduce the chances of these activities to go viral across the general population.

Table 3. Marine Sports Potential in Pangkep Regency

| Island | Potential Marine Sports | Current Accessibility | Key Challenges | Strategic Recommendations |
|-------------|--------------------------|-----------------------|-------------------------------|-------------------------------------|
| Pala Island | Snorkeling, Canoeing | Limited | Inadequate docking facilities | Improve access and reduce costs |
| Kappoposang | Scuba Diving, Snorkeling | Moderate | High costs for tourists | Develop affordable tourism packages |

Marine sports capability in the islands of Pangkep is still unexplored because of several major restrictions. These islands are gifted with excellent natural features such as beach and forest reserves that may be exploited in activities like swimming and diving which are famous among tourists. Nevertheless, high costs concerned with these activities and the limited availability of the islands pose a major problem with regard to increased audience appeal. It is notable that high costs stem from existing poorest elements of the infrastructure base, as well as the absence of competition in the sphere of tourism on these islands. As we consider for instance the case of the Pala Island, lack of sound docking facilities affects both the efficiency of supply chain as well as the costs incurred by the tourists since firms that supply services pass on their costs directly to consumers. These prices lock out the low end consumers making the economic gains that could be gotten from an open tourism system negligible.

Furthermore, the current tourism products and services available in Kappoposang Island suggest a problem of access. The circumstance of positioning the island for mainly marine tourists is a right one, but this means that Pangkep loses a large share of tourism population as there are no moderately easy, let alone cheap, forms of access to the island. This too serves to lower the population of tourists arriving in the area reducing the option for boosting the area economy due to the limited number of tourists able to benefit the local people. In order to address these challenges, there is therefore a need for strategic machinism for issuance of infrastructure, reduction of cost as well as enhancement of inclusive tourism packages. In this manner, Pangkep would be able to attract ‘diverse’ tourists to increase the multiplier effect of marine sports tourism hence enhancing the overall advancement of the region.

“These islands are ideal for water activities, which include marine sports, however, more cheap packages and diverse promotion methods have to be applied to increase the customer base.”

The better knowledge that the tourism office has for the necessity of offering more low cost packages and efficient promotion means that a strategy with the most potential is identified. An awareness of these challenges may be demonstrated when there is acknowledgment of the problem, however; the continued existence of these problems expresses inactive response measures. To this we need to be more pre-emptive, we need to work on the creation of more inclusive and affordable models of tourism that would be attractive to a broad range of people.

The recreational sports that can be easily exercised in this place include hiking and trail running because there are so many mountains in Pangkep Regency. Nevertheless, the lack of distinctive trails and the inadequacy of safety measures, as well as overall tourist facilities, heavily constraint the viability and appeal of such activities.

Table 4. Recreational Land Sports Potential

| Area | Potential Activity | Current Use | Challenges | Recommendations |
|-------------------|-----------------------|-------------|------------------------------------|--|
| Minasate'ne Karst | Hiking, Trail Running | None | Lack of trails and safety measures | Develop marked trails and provide guides |
| Padang Pa'bo | Hiking | Minimal | No existing infrastructure | Establish trails, safety signage, and facilities |

A number of recreational land sports could be developed in the mountainous areas of Pangkep, especially those that target the emerging market on ecotourism and adventure tourism. However, of most concern at the moment is the fact that there is a poor infrastructure service provision in these areas. Since there are no distinct paths, precautions, resting points and signs which can be used freely by the touring public, these natural resources remain almost unexploitable by the tourists. Its absence all in all curtails the possibility of establishing hiking and trail running activity and at the same time poses significant dangers. Both Minasate'ne Karst and Padang Pa'bo are ideal for adventure tourists in that these areas comprise a rugged topography, however, these endowments imply high probabilities of mishaps due to lack of adequate structures. This risk not only discourages tourists, but also raises the relative exposure of local authorities to undesired outcomes making it difficult to attract development of these areas.

The state of these regions is symptomatic of a more general problem of lack of investment in rural tourism. Although the geography of Pangkep can support such leisure activities there is little sign that these areas have been developed meaning that like the other natural attractions in Indonesia, they have been sidelined and left undeveloped in favor of the more popular tourist destinations.

This means a failure to expand the kind of tourism the people of Pangkep can offer and exploit different markets that focus on environmental conservation and tourism activities such as mountaineering. For these mountainous locations to fully deliver on their promises and potential, there has to be an attempt to put in place the relevant infrastructure. This involves the networks of trails and protective measures for the conservation of the natural environments as well as offering such services as guided tours and information frameworks. If invested in those areas, Pangkep could be developed as a destination that is popular for recreational land sports and could thereby attract tourists in large numbers and bring a lot of revenues.

“Currently, these areas are moderately trampled, but there is potential for the formation of the given areas as permanent hiking trails, but safety measures and the delineation of a clear path should be set up.”

This from the angle of the sports enthusiast reveals the difference between promise and performance. The acknowledgment of such a gap shows that there is understanding among the local stakeholder of the prospects available for leveraging on, however, the lack of proper development of such areas implying unavailability of funding or mechanisms for planning. To close this gap, therefore, there must be an effort to create that capacity and make sure that such activities are safe and can be done by everyone.

Community Involvement and Perception

The research finds out that although there is an intension to participate in the sports tourism if the benefits are well presented the level of awareness is very low. This type of attitude and

awareness, or rather lack of it, is a major challenge that needs to be overcome if a sustainable tourism is to be realised in Pangkep.

Table 5. Community Perception and Readiness

| Community Group | Awareness of Sports Tourism | Willingness to Participate | Challenges | Recommendations |
|-----------------|-----------------------------|----------------------------|-------------------------------------|--|
| Local Residents | Low | High | Lack of understanding and resources | Conduct awareness campaigns and provide training |
| Youth Groups | Moderate | High | Lack of institutional support | Establish youth organizations focused on tourism |

This is very true since one of the major issues that needs to be solved in order to develop the sport tourism sector is a rather low level of awareness of the local population on this type of tourism. Familiarity with tourism involvement for the White City is very high but lack of knowledge of what sports tourism involves and the potential benefits for the community keep the White City from active participation. The lack of awareness not only restricts the function of community engagement but also the chances for sports tourism to be a generator of developmental change in Pangkep. This is especially so among the young persons, who are important in the sustainability of sport tourism in the long run. What these groups have demonstrated is a moderate level of awareness and a high level of willingness to participate, what they however lack is institutional support that will help to steer that enthusiasm into productive activities. Thus, this lack of support speaks volumes about the difficulties experienced in the region including such cardinal issues as poor education and training, lack of resources, poor states and community based agencies' organizational relation.

To address these issues, therefore, ongoing and effective awareness creation, as well as capacity building education that will make people within these communities ready and able to participate in sports tourism needs to be intensively promoted and created. This is because the need for intervention, change and development may vary among the different communities and all the groups in the community such as women, youths and generally the vulnerable in the society should be given chances to be involved in tourism development. In addition, the creation of youth organizations related to tourism can be regarded as the major driving force for engaging the community and for the subsequent sustainability of this sports tourism model in Pangkep. These organizations could work as an educational facility, as training and partnership base, which could contribute to the strengthening of local youths WBT capacity to undertake more leadership positions in tourism development and in overall contribution to sector's expansion.

“We are not quite sure what is expected out of sports tourism but we are ready to take part if it is going to provide the benefits.”

This brief comment from the residents of this country underlines the necessity of increasing the awareness and improve communication related to sports tourism. There is readiness to participate but there is poor or no knowledge about it and its benefits therefore the current level of sensitization and publicity is wanting. It also emphasises the need to promote and enhance effective or democratic models for involvement of communities in the tourism development so that they can be not only informed but also involved.

Institutional and Logistical Challenges

Growth of sports tourism in Pangkep has been majorly slowed down by the barriers to government initiative and cooperation between the agencies. There is thus awareness of the region's prospects in developing this sector, however, the attempts are haphazard and have no overarching plan.

Table 6. Institutional Challenges and Strategic Recommendations

| Challenge | Description | Strategic Recommendations |
|-------------------------------|--|--|
| Coordination between Agencies | Lack of communication and joint initiatives | Establish a joint task force for sports tourism |
| Infrastructural Investment | Insufficient funding for infrastructure development | Prioritize budget allocation for key tourist sites |
| Marketing and Promotion | Limited efforts to market sports tourism internationally | Develop a comprehensive marketing strategy |

There is a breakdown of coordination among ministries in the government which hampers the development of sports tourism in Pangkep. Not only does this fragmentation prove detrimental in day to day working and create inefficiencies but it also means that great resources and expertise are wasted. For example, both the tourism and the sports departments understand the importance of the region, however, the work within their respective departments is very centralized and there is very little cooperation and or joint planning. This lack of coordination is symptomatic of what has become a major problem in the governance of the development of tourism in Pangkep. Lack of coordination of efforts of various agencies and stakeholders in prioritizing various activities and policies results in the lack of coherence and sense in the approaches to develop tourism, where some initiatives can be completely missing or completely repetitive. This not only hampers the efficiency of the strategies of the tourism development but also decreases the virgin economic and social advantages that could be obtained in case of a more coordinated approach.

However, what can be especially worrying is that even when it comes to the infrastructure there is a question of the allocation of resources. Even though the authorities agree that the given region could indeed boast of an impressive outlook, the problem is that this outlook seems to lack sufficient financing and core investments. This lack of investment not only holds back the growth of sports tourism but also threatens to destabilise the development of the region's tourism strategy. Therefore, the lack of infrastructure hinders the region to bring out and maintain tourists, which implies that the area heritage and endowment resources remain campaigning most of the time. To this end, there is a dire the that a unified task force for Sports Tourism, inclusive of the relevant government departments and ministries at both national and local levels, the private sector and other stakeholders should be formed. This task force could act as one single body to pull together all the respective initiatives, marshal the resources and come up with a blue print on how to foster the development of sports tourism in Pangkep. Furthermore, having a prioritized view on investments into the tourist sites and possessing a detailed marketing plan of the chosen target area could act as a catalyst for the enhanced popularity of Pangkep in frames of the specialized type of tourism.

“It is all here in potential, though there seems to be a problem with synergy among various departments within the government in terms of promoting sports tourism.”

The following statement from a government official serves to support call for increased integrated and planned approaches to tourism. The sign that coordination challenges are being acknowledged shows a form of understanding of the problem, but the sustained disorganization

of activities demonstrate that more wholesale action will be required. The formation of an interagency sports tourism task force might be the next big step to solving these issues because one can agree that the efforts need to be coordinated, resources optimised.

The apparent advantage as a disadvantage this is how the geographical variety of the territory of Pangkep Regency can be characterized. The geography of this region: mountains, plains, islands provide a huge number of opportunities for sport tourism starting from mountaineering and finishing with water activities. However, this potential is yet to be realized primarily because the region is dogged by very serious infrastructural challenges. Infrastructural development in the identified tourism areas of Pangkep is still in its infancy as is the case with most emerging tourism spots (Hall et al., 2021) pointed out that infrastructure is one of the components of the tourism competitive supply. Nevertheless, even the most appealing NRs cannot be effectively exploited without it. In Pangkep, there are no basic infrastructure including safety measures, trails, and proper docking this make the sites less attractive to tourists due to safety concerns that would deflected the high end tourists our major target market.

What emerges, therefore, is the critical distance between the dynamics of prospective demand and the provisioning of suitable physical support structures; thus, it can indeed be suggested that there is an acute requirement to make targeted development. Nevertheless, such a strategy has to follow the principles of sustainable tourism since reckless construction may harm the environment, thus negating the attraction that Pangkep wants to present. For example, expansion of tourism services in the mountain areas to offer hiking trails requires the concerns on some negative impacts such as erosion or negative impacts on the vulnerable ecological systems caused by increase in the number of tourist visitors (Baloch et al., 2023). To transform the potential to reality, Pangkep's tourism development plan needs to focus on the infrastructure development investment that is strong and at the same time sustainable. Some areas are advancement of environmental sensitive accommodation, enforcement of strict green protective standards, and partnership arrangements for funding and overseeing these projects (Sharpley, 2020). Further, the publicized lack of superimposed method to structure the regional infrastructure could be credited for not exacerbating the environmental credit crunch as the phased approach might support the slow building up of facilities to accommodate the anticipated influx of tourists.

It is, therefore, possible to note that the cultural tourism elements of the Pangkep particularly the Mappasoro Kappala ritual provide the basis for the segmentation of the tourism product of the region. However, as the findings of cultural cross over have shown, the incorporation of such elements in sports tourism is at the bare minimum, mainly caused by the lack of proper and strategic marketing and involvement of the tourists. Cultural tourism is rapidly emerging as an important form of tourist that plays a key role in the development of tourism industry within culturally endowed but yet unexploited areas of the world (Koutsi et al., 2022). The organization of tourism in Pangkep shows only a weak inclusion of cultural values, which might harmfully affect the level of tourists' attraction and participation. According to Seyfi et al. (2020), after that, it is the depth of interaction between tourism and the culture that determines the success or otherwise of cultural tourism. This means not only the advertisement of culture events but also the construction of cultural occasion that can imply actual involvement or social interaction of the foreign tourists, for example, through the performance that let them take an active part into the local cultural practices.

Lack of proper cultural event marketing and synergy of promoting such events and synchronising it with sport tourism in the case of Pangkep reflects a deeper problem of the

district in relation to the failure to link tourism strategies with efforts to conserve culture. This can in turn lead to what Salazar refers to as the ‘commodification of culture’, wherein culture is presented in a shallow and unrelatable way that detaches the audience from the lived reality of the culture as practiced by the people (Dong, 2023). To avert this, tourism development in pangkep needs to progress from merely advertising to a cultural interface by which culture tourism will not destroy but preserve the culture of the people and at the same time make it exciting to the tourists (Anggraini et al., 2019). It would be desirable, for instance, to establish cultural circuits that would connect traditional religious cultural events with sports tourism activities in Pangkep. For instance, maritime sports could be organized during the time of Mappasoro Kappala ritual in order that tourists can get both the cultural as well as the recreational tourism of Pangkep. Further, workshops could be provided to the local people to enable them offer guidance to the tourists in different cultural site to ensure that cultural tenets are upheld (Soulard et al., 2019). Such initiatives would not only add value to the tourist product but also promote sustainable cultural tourism and cultural heritage reactivation in places that had been developed for tourism purposes.

This research points out noticeable possibilities of activities linked with marine sports tourism development in the islands of Pangkep, Pala and Kappoposang. Nevertheless, the existing nature of the rendered services and products as luxurious and exclusive through high prices and restricted availability hinders the expansion of the tourism domain. What remains evident in Pangkep’s marine sports proposition to the world is the tendency that follows high end tourism that many developed countries continue to encourage, where luxury tourism services are considered superior to other forms of tourism products (Morrison & Buhalis, 2024). This not only skews the possibility of deriving positive economic returns from tourism to only a certain class of market but also engenders social injustice in that it excludes locals from cooperating or benefiting from the tourist activities (Okoh, 2020). The costs attended to marine sports in Pangkep and more so in the Island of Kappoposang makes the industry expensive to transact and this in a way acts as filter to input to wealthy tourists and hence reduce the market size. Nevertheless, this model cannot be sustained in the long run, especially given the transformation of global tourism attitudes in terms of inclusion and equity (Sharma et al., 2021). Biddulph & Scheyvens (2018) also found that inclusive tourism models work as advantages since they bring not only the augmentation of the economic aspects of tourism but also the social capital and the resilience of the community. The case of Pangkep also shows that more immediately work could be done to create new product offers that would enable different types of tourist from Indonesians to the international tourists to access the types of tourist attraction that the destination offers.

Therefore, to balance the income and widespread the marine sport in Pangkep, it needs to offer various classes of the marine sports: luxurious and cheap ones. This might encompass the creation of affordable snorkeling and diving offers and bettering of the services and facilities to cut on the expenses. Also, there could be integration with the local communities whereby new forms of tourism could be developed which could also be cheaper than regular mass tourism products, but are offering equal opportunities for the tourist money to be spread more fairly through the society (Meyer, 2014). Also, the concept of differentiated pricing policies may contribute to the further penetration of the MMT sector and the provision of its targeted services to the upper segments of the population. Such measures may include sales discounts to the domestic tourists or the combined offers where marine sporting activities are offered together with other tourism related activities in the region. In this vein, by targeting a wider audience that is all embracing, Pangkep would be able to generate more tourists, viscosity the impact realized on the economy and thus lead the way to the realization of sustainable and

fairly distributed tourism. By so doing, the study shows that there is a huge exposure deficit in sporting activities particularly as they relate to sports tourism in Pangkep, but there is an appreciation amongst residents of the region for such engagements. This gap underlines the importance of more adequate and satisfactory, integration of communities for tourism development and their engagement in the planning and implementation of tourism strategies.

There is a considerable emphasis on the community since community members should not only be the recipients of the benefits it brings, but should also be involved in the course of development of sustainable tourism initiative. The results of this study are consistent with other academic literature that specifies that local capacity development and increased awareness of community about tourism is crucial (Streimikiene et al., 2021). When these elements are lacking then opportunities for investment and business are seized by international financiers and tour operators which come with tour related problems like degradation of physical environment as well as exploitation of native communities (Dube & Nhamo, 2021).

The spontaneous interest of the local people of Pangkep to engage in the development of sports tourism is a sign of a favourable opportunity of the CBTO model. However, the lack of awareness and resource indicates that the current tourism, initiatives are not well targeted, and there is a possibility that the benefits of tourism are likely to benefit the few and not everyone in the community (Hall, 2020). Highlighting the theme for tourism development from marginalization to empowering the people of Pangkep, the strategy of developing has to be made by involving the people of Pangkep at every level, from planning to implementation. This also extends to education and capacity enhancement programmes as well as development and institutionalisation of channels for community engagement in tourism development and management (Lubis et al., 2020). It is for instance, possible to involve institutions such as the community tourism councils or some kind of a cooperative system that incorporates the local people and ensures that their sentiments are considered with regard to the tourism activities being planned in their regions.

In addition, the formation of youth organization with specific interest in tourism may likely provide the needed impetus for community involvement in the sustainability of the sports tourism in Pangkep. Besides, involving the youth in the tourism development can contribute to the creation of a stronger foundation for the tourism in Pangkep, and that matches the needs and opportunities of the local people (Sylvia, 2022). Further The collaboration with /and support from the local people and outside players such as NGOs and other development players are likely to take the resources and necessary capacity to support successful community based tourism development that is also sustainable (Dolezal & Novelli, 2022).

These challenges include; Institutional barriers and problems in the local logistical organization which present as major barriers that the study recognizes as likely to slow down development of sports tourism in Pangkep. Such challenges include interagency coordination, inadequate expenditure in infrastructure, and low marketing and promotion campaigns. Such challenges are just but a pointer that there is a looming crisis in the management of tourism in the region as different entities work without proper coordination to result in inefficiencies. Mutana & Mukwada (2020) went further to describe tourism governance as one of the critical success factors in developing tourism and, particularly, in emerging tourism economies. This is evident in Pangkep where different ministries and departments that deal with tourism and sports work independently of each other which hampers the success of the set tourism developments. Unfortunately, infrastructure development receives limited attention in the literature as well as in practice and this has a negative impact on the regions ability to attract and maintain tourists (Mamirkulova et al., 2020).

Another problem it is the lack of marketing and promotion of sports tourism in Pangkep, which should be solved. In the words of Pike & Page (2014), it is important and a necessity to have little touches of marketing in order to attract tourist and be successful in tourism ventures. The current marketing efforts utilize in Pangkep are still weak especially in the campaign that move and educate people in the tourist attraction and destination in the region in term of natural and cultural tourism destinations for domestic and international tourists. This hampers the competitiveness of the region in the global tourism industry and restricts its capacity to mobilise the amount of capital needed to build the tourism industry in the region.

In order to overcome these challenges, Pangkep needs to pay more attention to formal governance mechanisms of tourism. These are development of a sports tourism joint task force compromising of officials from the relevant government departments/parastatals, the private sector, and local people. They could have an important strategic function for the organization of resources, definition of goals, and creation of a conceptual framework for the promotion of sports tourism in Pangkep (Hall, 2011).

However, it is also noted that more investment on the infrastructure is highly required for the proper development of sports tourism in Pangkep. This is not only limited to physical facilities and installations that would facilitate the tourism activities, but also growth of information technology channels particularly the social media platforms to market the region to the outside world and create desire to visit the region (Pencarelli, 2020). Pangkep may intensify its competitiveness on the global tourism market and guarantee that its tourism sector will be developed only with the principles of Appropriate and Sustainable Tourism on the background of social inclusiveness. Obviously, the present study calls for the formulation of a strategic marketing plan that help promote ling Tong in its effort to lure tourists towards sporting activities in Pangkep. This should focus on the tourism special selling points in that area and should market itself to both the domestic and the international market. Additionally, partnerships with tourism operators, travel agencies, and online platforms could help to enhance the region's visibility and attract more tourists to the area (Pike & Page, 2014).

Conclusion

This paper have opened the eyes to realize that sports tourism in Pangkep Regency is still expansive unexplored, and at the same time as highlighting the opportunities, has shed light on the potential issues that could be expected. This and other related factors such as geographical diversity and cultural endowment of the region specify a sound ground for a viable and more dynamic sports tourism sector that could receive tourists' traffic both domestic and international. However, the realisation of this potential is at the moment hampered by critical deficits in infrastructure, marketing, lack of local people's participation and institutional cooperation. The study reveals that various terrains of Pangkep such as mountains and islands are potential for sports tourism activities such as mountain trekking, snorkeling, and rock climbing. Also, culture like the Mappasoro Kappala ritual can also be relied on to improve the cardinality and quality of the tourism experience. However, these possibilities are still not sufficiently realised because of the lack of pertinent facilities and effective advertising. This is because the existing facilities to support sports tourism in Pangkep district are very poor, for instance, safety measures, necessary trails, and other appropriate tourist facilities. These shortcomings not only lessen the appealing nature of the region to tourists but also arouse the standards involving safety, which might help discourage potential visitors.

Further, the study established weak understanding and participation of the community on sports tourism. There is evidence that people from the local community are willing to participate:

however, due to inadequate awareness and the unavailability of resources, the extent of involvement has been low. This is a disadvantageous position to have local populations as mere spectators in the tourism undertakings, which is fundamental for the success and sustainability of tourism. Lack of coordination in government and poorly planned tourism division several government ministries and agencies have failed to coordinate their efforts and this has led to duplicated efforts and missed opportunities in the growth of tourism industry. However, lack of investment in infrastructure, and limited advertisement also act as a constraint to the expansion of the tourism industry in Pangkep. Therefore, to obtain a comprehensive approach to the development of sports tourism in Pangkep Regency, different approaches to the physical, social, and human infrastructure have to be addressed, as highlighted in this study. Investment in infrastructure cannot be overemphasised as this also involves upgrades in the form of construction of characteristic physical facilities and the establishment of marked trails and tourist attractions as well as ensuring safe practices. More importantly, there is a serious dearth of awareness about sports tourism and corresponding preparedness of the local population to venture into the sector that requires campaigns to educate interested stakeholders as well as capacity development for the communities to be relevant players in the sector. When local people participate in the planning and development processes of tourism, then tourism gains will be gained equitably and thus sustainable tourism.

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