

## Analysis of the Potential of Sport Tourism as a Tourist Attraction in Lake Poso

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### Abstract

This study examined the possibilities for establishing sport tourism in Poso Regency, Central Sulawesi Province, with the goal of attracting tourists to Lake Poso. This research method is qualitative was using a case study approach, was using observation, interviews, and documentation to collect data, followed by SWOT analysis to analyze the data (Strengths, Weaknesses, Opportunities, Threats). The research results on the potential for developing sport tourism in Poso Lake, specifically the strength of sport tourism as unique natural tourist attractions, namely the lake's edge resembling a white and golden yellow sandy beach, adequate facilities and infrastructure, and a short distance. Far from Poso Regency's city center, Poso Lake's weakness is licensed to open a business due to the conservation area, inadequate human resources, for the opportunities it has in developing sport tourism businesses, as well as threats that must be considered, namely the existence of culture or culture. Society's traditions diminished. Conclusion: based on the results of the SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) conducted on the potential for developing sport tourism as a tourist attraction for Lake Poso, it can be concluded that Lake Poso have the potential to develop sport tourism as a tourist attraction.

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## INTRODUCTION

Sport Tourism is a combination of sports and tourism, which is now developing and continues to attract an increase in tourist worldwide (Jiménez-García et al., 2020). Travel associated with sports activities dates all the way back to thousands of years ago, and one of the oldest writings about the relationship between sport and tourism appeared in a 1966 journal titled *Sport and Tourism*, which was written by Don Anthony for the Central Council of Physical Recreation in England. The journal discussed the possibility of sport playing a role in tourism (Higham, 2020).

Sports tourism encompasses any form of involvement by a person, whether active or passive, in sports activities, whether as a participant or organizer of activity with a non-commercial purpose for business/commercial purposes that requires travel from one's house or place of employment (Jiménez-García et al., 2020). Sports tourism is a synergistic phenomenon that is more than a simple combination of sport and tourism (Cooper & Alderman, 2020)

Sports tourism is a recreational athletic activity that needed travel between one's domicile and place of employment (Astuti, 2015). Sports tourism/sport tourism is a cornerstone sector that is expected to make a significant contribution to efforts to improve the economy and produce sports athletes in each region; thus, development of sports tourism/sport tourism is necessary to attract tourists to tourist sites (Balingki, 2015).

Sport tourism industry has grown rapidly in Indonesia, owing to the country's mountains, lakes, rivers, and oceans. Because each place has its own unique geographical characteristics, sports tourism has the potential to be used as an alternative for recreational sports such as mountain climbing water sports (hiking, camping, woodland exploration, cycling, or trucking, for example) water sports (diving, canoing, snorkeling, surfing, and so on) (Sudiana, 2018).

One of the most popular tourist sites in Central Sulawesi Province is Lake Poso. Lake Poso is a lake located in Poso Regency, Central Sulawesi Province. Lake Poso is also the third deepest lake in Indonesia, with a length of 32 kilometers and a width of 16 kilometers. Lake Poso is a tectonic lake

formed by tectonic activities. It is one of the world's ten most ancient lakes, with an estimated age of more than 2 million years (Talimba et al., 2020).

Besides from being one of the deepest lakes and covering a wide area, Lake Poso is unusual because it has a sandy edge resembling a beach, the lake's edge is not too deep, allowing for activities on the lake's edge, and Lake Poso has extremely good water. clear and peaceful, allowing for the hosting of many huge events, both sporting attractions and cultural festival activities.

According to the results of interviews conducted with community and business stakeholders from January 10 to January 31, 2021, it is known that: (1). Not everyone was aware of sports tourism; (2). The public was unaware of the potential for or benefits of sport tourism; (3). Inadequate public knowledge of how to generate sports tourism; (4). People simply understand that if many tourists visit Poso Lake, it showed that the area has economic potential since accommodation and their merchandise or selling products are sold for a profit.

Additionally, the authors discovered through observations and interviews with business actors that most tourism businesses in Lake Poso are run independently or privately, and as a result, they lack the knowledge necessary to grow their businesses because of limited human resources and a lack of government cooperation (Tourism Office). with private business actors and the community remains woefully inadequate. It is vital to have a cooperative relationship between the bureaucracy and the developer (private) while developing tourism in a location in order to maximize the selling value of the tourism location (Bogan et al., 2018).

The government must make concerted efforts to establish appropriate infrastructure to facilitate tourism development, including road access, transportation, access to clean water, and electricity. A professional tourism management system is required for marketing and promotion, as well as providing excellent service to tourists (Lutpi, 2016). Sports tourism is now being exploited as a tourist attraction that is frequently visited by visitors and travelers who benefit the region and its business actors throughout their presence (Wardana & Sanawiri, 2018).

Given that sports tourism/sport tourism has the potential to be developed in Lake Poso as a tourist attraction, the purpose of this study is to examine and analyze the potential for developing sports tourism/sport tourism in Lake Poso as a tourist attraction.

## METHODS

### Research location and time

The research was conducted in the lake poso area of poso regency, central sulawesi province, and data collection was carried out for two months, from July to August 2021.

### Determination of Respondents

The respondents in this study were one representative from the tourism office, three businesspeople from the nearby area Lake Poso, three residents from the area surrounding Lake Poso, three businesspeople from Lake Poso, and

three tourists. These respondents were chosen because they are knowledgeable about and actively involved in promoting sports tourism as a tourist attraction in Poso Lake.

### Type of Research

This research used qualitative data analysis techniques, and the qualitative research approach is a case study approach. A case study is a study that explored an issue in detail, in-depth data collection, and incorporates a variety of sources of information.

### Data Collection Technique

The data was collected from primary and secondary sources. Primary data was obtained directly from primary sources, such as government officials, business actors, the community, and visitors who visit Lake Poso. Secondary data is information collected from unaffiliated parties to be used with supporting data in research.

**Table 1.** Data Source Details

Data Object	Data Source	Variable
Person	Department of Tourism, business actor, tourists, people in Lake Poso.	Knowing the potential for developing sport tourism as a tourist attraction for Lake Poso.
Place	This research was conducted in Poso Regency, Central Sulawesi Province.	Knowing the potential for developing sport tourism as a tourist attraction for Lake Poso.
<i>Paper</i>	Supporting documents regarding the potential for developing sport tourism as a tourist attraction for Lake Poso	Supporting documents

### Data analysis technique

The data analyzed in this study were primary data from the study's findings; the data analysis techniques used in this research were descriptive. The data is then tabulated in the form of tables and figures, and the SWOT analysis is used to analyze the strengths, weaknesses, opportunities, and threats.

SWOT analysis is a strategy for evaluating a company's strengths, weaknesses, opportunities,

and threats during the strategic planning technique (Namugenyi et al., 2019).

SWOT analysis is the identification of various factors to develop a company strategy. SWOT analysis is predicated on the existence of a relationship or interaction between internal and external factors, especially strengths and weaknesses, and opportunities and threats (Rangkuti, 2015:25).

**Table 2.** Analysis Source: Rangkuti (2015)

	Strength (S)	Weakness (W)
Opportunities(O)	Create strategies that use strengths to take advantage of opportunities	Create strategies that minimize weaknesses by taking advantage of opportunities
Threat/ (T)	Create strategies that use strength to overcome threats	Create strategies that minimize weaknesses and avoid threats

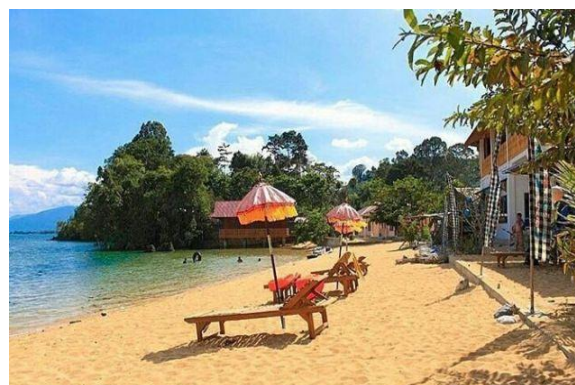
The focus of the research: (1) How was the SWOT analysis (strengths, weaknesses, opportunities, and threats) of sport tourism as a tourist attraction of Lake Poso.

## RESULTS AND DISCUSSION

### SWOT Analysis of Sport Tourism as a Tourist Attraction in Lake Poso

#### Strengths

Lake Poso's strength as a tourist destination is that it has a sandy edge resembling the sea, beautiful hills, a shallow lake edge, and hosts a regular event each year, the Lake Poso Festival, which includes rowing, swimming, and a bicycle race. Poso lake is located near the Trans Sulawesi crossing, which connects North Sulawesi and South Sulawesi Province. It is approximately 285 kilometers from the capital city of South Sulawesi Province, with an estimated journey time of 8 hours by land, and 56 kilometers from downtown Poso Regency, with an estimated travel time of 1.5 hours. Lake Poso is remarkable because it resembles a beach; visitors' eyes will be manipulated as if they are on a beach because of Lake Poso's width. Poso lake is approximately 32 kilometers long, 16 kilometers broad, and 510 meters deep; the water in Poso lake exhibits color gradations, with the beach on the edge of the water being green, the water in the middle of the lake being blue, and sand area on the lake's edge resembling a beach. According to the findings, Lake Poso has the potential to grow sports tourism as a draw for tourists. This is associated to the many variables that favor the development of sport tourism.



**Figure 1.** Periphery of Lake Poso

#### Weaknesses

The weaknesses of Lake Poso as a tourist destination: (1) obtained business permit from the government is difficult; (2) road access is limited due to the lake ring road being unconnected; and (3) inadequate human resources are a result of tourism destinations in the area. (4) Lake Poso is included in a conservation or protected area, which means it cannot build carelessly on the lake's coast; (5) there was still a lack of promotion of cultural and historical tourism areas along the lake's coast; and there was still a lack of awareness, cooperation, and multistakeholder participation in maintaining the tourism potential and preservation of Lake Poso. Because of that current deficiencies in tourism had a significant impact on tourism development, tourism developers or actors must be able to decrease existing weaknesses so that they can be leveraged as strengths in tourism development. (Cholik, 2017).

**Opportunities**

Opportunities for the potential development of sports tourism/sport tourism from the results that with the existence of business actors who built their business on Lake Poso in the form of lodging/resorts that were affordable and adequate enough to answer the needs of tourists who came to entertain themselves or have recreation on Lake Poso with already the availability of facilities and infrastructure in Poso lake is very possible for the development of a tour that can be an attraction, this encourages business people and the community to further develop the tourism potential of which there was one sport tourism as a tourist attraction. There was support and desire of the community and business people in developing sports tourism as an attraction for tourists to come. Innovation and development of facilities and infrastructure was very influential on the attractiveness of tourists to visit the tourist attractions (Kiswantoro & Susanto, 2019).

Additionally, authors discovered that this traditional activity, usually referred to as "mosango" (catch fish in teams using traditional fishing gear), has the potential to be converted into sport tourism as an attraction for visitors to Lake Poso. Utilizing local culture to attract tourists is very effective because the experience will be distinctive and distinct from other tourist attractions(Nyikana & Tichaawa, 2018).

**Threats**

The Poso lake tourism area faced two threats: (1) the waning of regional culture as a result of the culture provided by tourists, and (2) environmental damage that may occur as a result of tourism development.

As a tourist destination, Lake Poso had the potential to establish sports tourism as a major draw. Attractions to sports were possible if the location or object of the activity contains supporting factors in its implementation (Sukendro & Diana, 2020).

Lake Poso possesses unique characteristics and benefits that lend themselves to the implementation of sports tourism as an attraction; also, the current facilities and infrastructure at Lake Poso are classed as enough to support the

development of sports tourism on the lake. Infrastructures encompass all facilities that contribute to the smooth operation of tourism and economic operations, hence making it easier for individuals to meet their own requirements (Ayu & Sunarta, 2018).

**Tabel 3.** Facilities and Infrastructure at Lake Poso

No	Facilities and infrastructure	Availability	
		Yes	No
1	Road	√	
2	Electricity	√	
3	trash can	√	
4	Clean water	√	
5	Recreation areas	√	
6	Event venue	√	
7	Lodging	√	
8	shopping center		√
9	Public transportation	√	
10	Restaurant	√	

Sports tourism, which can be created at Lake Poso, is not only a category of tourism associated with large sporting events, but also a category of sports tourism associated with practitioners, namely sports tourism for individuals who wish to practice independently and for fun. Sports tourism can be defined as the sport of visiting specific locations to enjoy family events, sports facilities, and sports games; thus, tourism sports activities can be carried out in conjunction with the family while taking advantage of available sports facilities and participating in various sports games to obtain direct physical fitness and inner satisfaction (Finahari et al., 2019).

According to the findings of a study conducted on the potential for developing sport tourism as a tourist attraction for Lake Poso, it was discovered that the residents of Lake Poso engage in traditional games on a regular basis. The activity is commonly referred to as "mosango," which translates as "catching fish" in Indonesian. What makes this game unique is that participants must form a circle to create a barrier between themselves and humans, thereby making it easier to catch fish. As the circle grows smaller, the fish become more difficult to catch. Those who have been imprisoned were reacted to with traditional fishing gear called "sango" by local residents. Existing traditional

games can be turned into sport tourism, making them unique and different from other tourist attractions; they could even become one of the tourist attractions to visit (Rakib, 2017).



**Figure 2.** Mosango (Poso lake community traditional game)

## CONCLUSION

Based on the discussion of the Potential Development of Sport Tourism as a Tourist Attraction in Lake Poso, it can be concluded that Lake Poso has the potential to develop sport tourism. This is supported by the strengths, namely the facilities and infrastructure that have supported in the development of sport tourism, and then by the uniqueness of Lake Poso, which is not owned by other tourist attractions. Weaknesses in Poso lake as a tourist destination can be mitigated by leveraging existing opportunities for developing sport tourism. Additionally, utilizing traditional local wisdom can help mitigate threats that will come, if Lake Poso's sports tourist industry is developed.

## Suggestion

Developed policies that include all relevant agencies, as well as community and business actors, in developing sport tourism in Poso Regency, consistent with the region's current tourism potential. Optimum utilization of all available resources in the Poso lake area in the process of tourism development, particularly sport tourism, which includes marine tourism, aerospace tourism, and land tourism.

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