

Sport Tourism Potential of Lahe Island, Marisa District, Pohuwato Regency, Gorontalo Province

Wal Asri T Muko^{1✉}, Heny Setyawati², Setya Rahayu³

^{1,2,3}Universitas Negeri Semarang, Indonesia

Article Info

History Articles
Received:
08 December 2022
Accepted:
10 January 2023
Published:
30 March 2023

Keywords:

Sport Tourism, Potential, Lahe Island.

Abstract

This research aims to analyze the potential strengths, weaknesses, opportunities, and threats in the development of sports tourism in Lahe Island, Marisa Sub-district, Pohuwato Regency, Gorontalo Province. Qualitative method with explorative approach was used in this research. Sources of data Person Head of Tourism of Pohuwato Regency, Tourists, Communities, and Businessmen, Lahe Island Place, Paper Supporting documents. Data collected through observation, interviews and documentation, Data validity techniques using source triangulation and method triangulation, analyzed using SWOT. The results showed that the strength of Lahe Island lies in its beautiful natural resources such as white sandy beaches and diverse marine life as well as interesting sports activities such as camping/survival and diving. Weaknesses are inadequate facilities/infrastructure and lack of information about Lahe Island. Great opportunities for Lahe Island in increasing regional tourism through annual events from the Government as well as water sports activities by the POSSI (Indonesian Diving Sports Association) and Free Dive organizations. Threats faced are weather changes that can affect tourism activities and natural damage that threatens the sustainability of Lahe Island's natural resources. Conclusion Lahe Island has great potential as a sports tourism destination with its natural beauty to optimize the potential requires efforts to develop facilities / infrastructure, more intensive promotion, and active involvement of relevant stakeholders to maintain the sustainability of tourism on Lahe Island.

✉ Correspondence address:
Kampus Pascasarjana UNNES Jl. Kelud Utara 3, Gajahmungkur,
Semarang
E-mail: arsrifazril86@students.unnes.ac.id

INTRODUCTION

Sports tourism has become a major issue in the sports industry today. This is due to the changing needs of people in sports, which no longer only focuses on achievement sports or physical fitness, but also includes the need for recreational sports and entertainment. Sport tourism brings together two important aspects of modern life: sport and tourism. Sport tourism can be a differentiating product that meets the new needs of traveler demands who no longer just want a passive vacation, but an active one with different experiences during the trip (da Costa et al., 2022).

Sports tourism is a promising and profitable tourism sector in Indonesia. As an archipelago with diverse natural beauty, Indonesia has great potential to develop sports tourism. Various sports activities can attract tourists from home and abroad, and contribute significantly to the country's foreign exchange earnings. The evidence in the tourism sector in five ASEAN countries (Indonesia, Philippines, Malaysia, Singapore and Thailand) has increased economic income seen from foreign tourist income, foreign tourist arrivals, and exchange rates (Holik, 2016).

Indonesia has an attraction for tourists because it offers a variety of sports supported by tropical natural conditions and natural resources that are very suitable for nature sports activities. Indonesia's natural beauty that includes mountains, oceans, rivers and lakes offers great potential for the development of various types of tourist sports. Each region has different geographical characteristics, thus creating a wide selection of alternative recreational sports for sports lovers, the development of sports tourism has great potential to provide various benefits for the local area, community, and tourists (Sudiana, 2018).

A potential area to develop the sports tourism industry in Indonesia is Gorontalo province because it has 82 tourist destinations with sports as the main attraction, including 63 marine tourism sites and 19 natural tourism sites spread across all districts and cities in Gorontalo Province (Pauweni et al., 2022). The area of Gorontalo Province that has potential in tourism is Pohuwato

Regency, which has experienced an increase in the number of tourists every year.

Lahe Island is a tourist destination in Pohuwato Regency that is interesting to visit for tourists who are looking for a beautiful and natural beach and underwater experience. Lahe Island is in a location far from residential areas and uninhabited, can only be accessed by boat from the coast of Pohuwato village which is 3.6 km away and takes 20-30 minutes. Lahe Island tourist destination offers beautiful beaches with white sand, clear sea water, and beautiful natural scenery. The beach on this island is the main attraction for tourists who want to enjoy a calm and refreshing beach atmosphere.

The existence of sports tourism can positively affect local communities in economic, environmental, social, and political terms (González-García et al., 2018). sports tourism can have various positive impacts on the community, such as improving living standards and public facilities so that cooperation between all parties involved is needed so that it can be fully felt by local communities (Rawe et al., 2021). recognizing values in the context of local culture and environment is considered important, because sports can act as a means to develop skills that are relevant to the livelihoods of certain communities. In addition, sports activities can also contribute to the physical and mental health of individuals, which in turn can improve the overall productivity and well-being of community members (Rahmat Saputra et al., 2018). Sports tourism has the potential to become an attractive and sustainable tourist destination by improving infrastructure, maintaining environmental sustainability, and increasing promotional efforts (Damanik et al., 2020).

This research is important in analyzing the potential of sport tourism on Lahe Island by exploring information about strengths, weaknesses, opportunities and threats. This research is an important first step in the development of successful and sustainable sports tourism. The information obtained from the research can be a strong foundation for decision-making and implementation of appropriate programs for the future.

METHODS

This research uses qualitative research with an exploratory approach. This research was conducted in the lahe island area, marisa sub-district, pohuwato district, gorontalo province. Initial observations were made in January 2023 then research was conducted from June 2023 to July 2023. The sources in this research were chosen because they know and are directly involved with tourism activities on Lahe Island. Data was collected from primary and secondary sources. Getting the data needed, the instruments used in this research are (1) observation guidelines (2) interview guidelines (3) media information and documentation using tools such as mobile phones, cameras, and notebooks. all of these research instruments contain the focus and research indicators to analyze the potential of sports tourism on Lahe Island. As for this research, researchers used 2 types of triangulation, namely source triangulation and method triangulation.

The details of data subjects and data sources for the variables used in this study are Person/Resource of the Tourism Office, tourism businesses, tourists, and communities around Lahe

Island to obtain data on the condition of sports tourism on Lahe Island. Place / The research location was carried out in Marisa District, Pohuwato Regency, Gorontalo Province, with the aim of obtaining information about the potential of sports tourism on Lahe Island. Paper/Supporting documents and also mass media that contain tourism activities, sports event activities, infrastructure and conditions on Lahe Island are secondary data sources used in this research.

This research uses primary data obtained from research results. Then, the data is analyzed using descriptive data method, where the data is processed and explained in detail, including presented in the form of tables and figures. Furthermore, the SWOT analysis method was used to analyze the potential of sport tourism on Lahe Island in this study, namely strengths, weaknesses, opportunities, and threats (Rangkuti, 2015).

RESULTS AND DISCUSSION

The Power of Sport Tourism Potential on Lahe Island

Table 1. Strengths of Sport Tourism Potential on Lahe Island

No	The power of Lahe Island Sport tourism
1.	Beautiful natural resources in the form of white sandy beaches, diverse marine life, clear sea water and calm/small waves.
2.	Various sports activities that can be done are camping/survival, swimming, snorkeling and diving.
3.	Has a unique underwater used vehicle spot for divers.
4.	Finswimming national events have been held
5.	Annual sailboat competition by the people of Pohuwato Timur village.

Lahe Island as a tourist destination in Pohuwato Regency has natural resources that can attract tourists in doing sports tourism activities, namely having beautiful white sand beaches, there are various marine biota, bright sea water and small waves.

Potential benefits The beautiful white sandy beaches of Lahe Island can attract many beach sports enthusiasts. The white sand beach has the opportunity to provide an ideal venue for sport tourism activities such as beach volleyball, beach soccer and beach sepak takraw. Tourists can

experience the sensation of playing on soft sand while enjoying the beautiful surrounding scenery. Foreign tourists prefer white sandy beaches to dark sandy beaches (Mestanza-Ramón et al., 2020). Beaches encourage families to be physically active because family groups feel that physical activity and active play on the beach can provide psychological health benefits, such as feeling pleasure, relieving stress, and interacting (Ashbullby et al., 2013).

A variety of marine life can be seen on Lahe Island, showing the condition of the marine

ecosystem on Lahe Island is maintained and natural. Lahe Island also has bright waters up to 16 meters with small waves so that it can be a strength in doing sports tourism activities such as snorkeling and diving. The area suitability index in beach tourism, shows that Lahe Island is classified as very suitable (S1) with an IKW value of 85.71%, meaning that Lahe Island has potential in terms of land suitability and natural resources that can support sport tourism activities (Ohi et al., 2020).

Lahe Island is a conservation area that has a unique underwater charm in the form of a variety of marine life including groupers, blue botuna fish, squid, starfish, horn corals, to lily table corals and underwater uniqueness that can attract divers to the island, namely the point of used vehicles on the seabed consisting of four used cars and 17 used motorbikes that were deliberately sunk by the Pohuwato District Government.

The Pohuwato District Government once organized a national finsswimming event on Lahe Island in 2017. Potential national events can promote Lahe Island as a major tourist destination and contribute to local economic growth by increasing tourist visits and providing business opportunities in the tourism sector such as accommodation, catering, and transportation, as well as raising awareness of the importance of an active lifestyle and good health through participation in water sports, which means Lahe Island has the potential to become a major sports tourism destination in Indonesia.

A finding about the uniqueness of Lahe Island is the annual sailboat race by the community around Lahe Island. According to community leaders around Lahe Island, initially this race was one of the annual activities to commemorate the ketupat holiday in the coastal area of pohuwato village. this race since 1959 until over time, this sailboat race has become an annual tradition for the coastal community of pohuwato village, and received support from the Pohuwato Regency government. traditions that are passed down from generation to generation such as traditional sports can shape community identity and life (Nofrizal et al., 2023). Natural and cultural beauty packaged in sport tourism activities can

increase the identity of a region (Morfoulaki et al., 2023). The influence of sports tourism events can affect various sectors and the most important is the improvement of the economy(Kersulić et al., 2020). Place image and knowledge of tourism positively influence local residents' support for the development of sports tourism, which in turn increases tourists' and athletes' interest in visiting and participating in sport tourism events (Chang et al., 2020).

Weaknesses of Sport Tourism on Lahe Island

The weaknesses of Lahe Island as a sports tourism destination are (1) Inadequate facilities and infrastructure to support sports tourism activities. (2) Lack of information about Lahe Island because promotion and marketing have not been massively carried out by the government, business actors, the community, and tourists. (3) Inadequate human resources due to lack of cooperation between the management in this case the Pohuwato Regency Tourism Office and related parties. (4) Access is not easy because it takes a long time to travel from Gorontalo city, and boat transportation providers are limited. (5) Lack of security and safety of visitors on Lahe Island because there is no permanent executor of the task in managing tourism on the Island.

The local community has not been involved in managing Lahe Island, the facilities are not adequate, where the majority of tourists who do sports tourism activities such as swimming, snorkeling, diving, and camping still have to bring their own sports equipment needed and there are only three inns located far from Lahe Island, of course if this is left unchecked it will have an impact on reducing tourists who will visit because of the lack of facilities and infrastructure such as the absence of a place to provide or rent water sports equipment to support sports tourism activities so that the attractiveness of Lahe Island tourism will also decrease. The activities of visitors to Lahe Island are swimming, snorkeling, diving, or just relaxing while enjoying the beautiful sea view. In addition, there are also those who explore the island on foot to enjoy the natural beauty of Lahe Island.

Given that Lahe Island is an uninhabited island and far from residential areas, the availability of facilities and infrastructure is still inadequate. there is only one boat bridge dock, and one gazebo for resting places for tourists. However, around Lahe Island there is a love tree beach tour located in East Pohuwato Village, which can be an alternative for tourists to meet needs such as staying overnight because there are three inns, 17 food stalls, one floating mosque, three sports equipment rental places, transportation rental places.

Addressing these weaknesses requires sustainable and integrated tourism management, involving active participation from the government, Pohuwato village community, and the private sector. Prudent and responsible management will help minimize the negative impacts and optimize the benefits of sports tourism potential on Lahe Island.

Sport Tourism Opportunities on Lahe Island

The existence of annual events such as the Love Tree Beach Enchantment Festival organized by the Pohuwato Regency Government to promote and increase regional tourism, one of which is Lahe Island in order to attract tourists to visit Lahe Island, can improve the economy and increase awareness of the community around Lahe Island of the potential of tourism. Great social potential lies in organizing small-scale sporting events created by the host and can increase visitors and improve the image of the region (Malchrowicz-Moško & Poczta, 2018).

Table 2. Tourism Events of Pohuwato Regency Government

No	Name Event	Years
1.	Festival Pesona Pantai Pohon Cinta	2023
2.	Festival Pesona Pantai Pohon Cinta	2022
3.	Festival Pesona Pantai Pohon Cinta	2019
4.	Festival Pesona Pantai Pohon Cinta	2018

(2) Active activities on Lahe Island from the Indonesian Diving Sports Association (POSSI) organization and the Pohuwato Regency Free Dive organization and have opened diving sports equipment rental services although limited but this

is an opportunity for visitors to get information about the condition of Lahe Island. The Free Dive organization has also opened training and education services related to diving sports such as swimming, snorkeling, and free diving. for tourists and communities related to nature sports and environmental sustainability. Training can help create a skilled workforce in managing natural sports tourism activities and maintaining environmental sustainability on Lahe Island. (3) Open opportunities to establish partnerships with local governments and private parties to optimize the development of the potential of nature sports tourism on Lahe Island. cooperation can help in obtaining financial support, permits, and facilities needed to organize nature sports activities successfully.

(4) Sport tourism service facility providers. in this case the community around lahe island provides shuttle services for tourists using boats to Lahe Island, there are 17 food stalls that provide catering services. this can be a potential to support tourism activities as well as publicize and collaborate between the government and the local community. the role of the community. Community participation is needed in tourism development because it is considered to facilitate visitor accessibility (Revosia & Setiajid, 2022). efficient and affordable transportation access can improve accessibility to Lahe Island, which in turn will increase tourist interest in visiting and participating in sports activities. Utilizing this opportunity well and sustainably, Lahe Island can become an attractive natural sports tourism destination, providing economic benefits for local communities, and still maintaining its natural preservation. (4) Sport tourism service facility providers. in this case the community around lahe island provides shuttle services for tourists using boats to Lahe Island, there are 17 food stalls that provide catering services. this can be a potential to support tourism activities as well as publicize and collaborate between the government and the local community. the role of the community. Community participation is needed in tourism development because it is considered to facilitate visitor accessibility (Revosia & Setiajid, 2022). efficient and affordable transportation access can

improve accessibility to Lahe Island, which in turn will increase tourist interest in visiting and participating in sports activities. Utilizing this opportunity well and sustainably, Lahe Island can become an attractive natural sports tourism destination, providing economic benefits for local communities, and still maintaining its natural preservation.

Sport Tourism Threats on Lahe Island

(1) Bad weather can affect the physical conditions on Lahe Island as a result can cancel tourist activities, (2) Environmental damage, resulting from unaccompanied snorkeling and diving activities, can cause negative impacts on the environment of Lahe Island. (3) Illegal fishing can damage marine ecosystems and can affect the livelihoods of coastal communities (Aceves-Bueno, 2016). (4) Irresponsible visitors or those who do not have an awareness of the environment on Lahe Island have the potential to pollute the Lahe Island environment because Lahe Island has no supervision such as island guards, and adequate facilities and infrastructure. It is important to manage sport tourism wisely, taking into account its impact on the island's environment, culture and economy. A sustainable approach and local community participation in decision-making is important to maintain sustainability and balance in the development of sport tourism on Lahe Island. Sports tourism on Lahe Island is an industry that attracts many tourists because of the natural beauty and variety of recreational activities offered by Lahe Island, such as swimming, diving, playing on the beach, as well as camping. However, if not managed properly, sport tourism activities can cause significant environmental damage.

CONCLUSION

The conclusion of this research is that the strength lies in the beautiful natural resources such as white sandy beaches, diverse marine life, clear sea water and calm/small waves. There are various interesting sports activities such as camping/survival, swimming, snorkeling and diving. The underwater uniqueness with used

vehicle spots for divers and has hosted national finswimming events and annual sailboat races by the local community. Weaknesses that need to be considered such as inadequate facilities and infrastructure, lack of information about Lahe Island due to lack of massive promotion. Human resources are also inadequate and the lack of security and safety of visitors on this island. There is a great opportunity for Lahe Island in improving regional tourism through annual events from the Government to increase tourist visits. Water sports activities by POSSI and Free Dive organizations can provide education and training to local communities and tourists. Active participation of the local community in providing services can also create jobs, supporting regional economic growth. Threats or obstacles to be aware of are weather changes that can affect tourism activities, natural/environmental damage that threatens the preservation of the island's natural resources, the absence of a permanent task manager in tourism management, and competition with other destinations that offer more sports facilities. In conclusion, Lahe Island has strong sport tourism potential with beautiful natural resources and a variety of sport activities. However, there are still some factors that need to be improved to maximize its potential as a tourism destination.

REFERENCES

- Aceves-Bueno, E. (2016). Illegal Fisheries, Environmental Crime, And The Conservation Of Marine Resources. *Journal Conservation Science and Practice*, 6(August), 128.
- Ashbullby, K. J., Pahl, S., Webley, P., & White, M. P. (2013). Health & Place The Beach As A Setting For Families ' Health Promotion : A Qualitative Study With Parents And Children Living In Coastal Regions In Southwest England. *Elsevier*, 23, 138–147.
- Chang, M. X., Choong, Y. O., & Ng, L. P. (2020). Local residents' support for sport tourism development: the moderating effect of tourism dependency. *Journal of Sport and Tourism*, 24(3), 215–234.
- da Costa, R. A., Moleiro, I., & Brasete, M. F. (2022). Sports Tourism and High-Performance Centres in the Portugal Central Region. *Academica Turistica*, 1(1),111–121.

- Damanik, F., Rahayu, T., & Setyawati, H. (2020). The Analysis of the Potential of Sports Tourism in Simalungun Regency. *Journal of Physical Education and Sports*, 9(3), 198–203.
- González-García, R. J., Añó-Sanz, V., Parra-Camacho, D., & Calabuig-Moreno, F. (2018). Perception of residents about the impact of sports tourism on the community: Analysis and scale-validation. *Journal of Physical Education and Sport*, 18(1), 149–156.
- Herbold, V., Thees, H., & Philipp, J. (2020). The host community and its role in sports tourism—Exploring an emerging research field. *Sustainability (Switzerland)*, 12(24), 1–28.
- Holik, A. (2016). Relationship of Economic Growth with Tourism Sector. *JEJAK: Journal of Economics and Policy*, Vol 9 (1)(8), 16–33.
- Kersulić, A., Perić, M., & Wise, N. (2020). Assessing and considering the wider impacts of sport-tourism events: A research agenda review of sustainability and strategic planning elements. *Sustainability (Switzerland)*, 12(11).
- Malchrowicz-Moško, E., & Poczta, J. (2018). A small-scale event and a big impact-Is this relationship possible in the world of sport? The meaning of heritage sporting events for sustainable development of tourism-experiences from Poland. *Sustainability (Switzerland)*, 10(11), 1–19.
- Mestanza-Ramón, C., Pranzini, E., Anfuso, G., Botero, C. M., Chica-Ruiz, J. A., & Mooser, A. (2020). An Attempt To Characterize The “3S” (Sea, Sun, And Sand) Parameters: Application To The Galapagos Islands And Continental Ecuadorian Beaches. *Sustainability (Switzerland)*, 12(8), 1–19.
- Morfoulaki, M., Myrovali, G., Kotoula, K. M., Karagiorgos, T., & Alexandris, K. (2023). Sport Tourism as Driving Force for Destinations' Sustainability. *Sustainability (Switzerland)*, 15(3), 1–22.
- Nofrizal, D., Setijono, H., & Setyawati, H. (2023). Recognition Of The Meranti Islands Community In Riau Province Towards The Development Of Traditional Sports. *Journal of Positive Psychology & Wellbeing* 7(2), 1586–1596.
- Ohi, S. B., Lihawa, F., & Zainuri, A. (2020). Kajian Analisis Kesesuaian Lahan Wisata Pantai Pohon Cinta Dan Pulau Lahe. *JPG (Jurnal Pendidikan Geografi)*, 7(1), 41–49.
- Pauweni, M., Rahayu, T., Winarno, M. ., Amali, Z., & Setyawati, H. (2022). Potensi Pariwisata Olahraga Di Provinsi Gorontalo. *Bajra: Jurnal Keolahragaan*, 1(1), 31–42.
- Rahmat Saputra, D., Rahayu, S., Jambi -Muara Bulian Km, L., Darat, M., & Luar Jambi, J. (2018). Value of Sports in Culture Anak Dalam Ethnic National Parks Bukit Duabelas Sarolangun Jambi Province (Case Study Anak Dalam Ethnic in Bukit Suban Village). *Journal of Physical Education and Sports*, 7(3), 255–260.
- Rangkuti, F. (2015). *Analisis SWOT: Teknik Membedah Kasus Bisnis Analisa SWOT*. Gramedia Pustaka Utama.
- Rawe, A. S., Kala, G. S. M., & Mbabho, F. (2021). Peningkatan Kunjungan Pariwisata dan Perekonomian Masyarakat Kabupaten Ende melalui Olahraga Bersepeda Tour De Flores. *Gelanggang Olahraga: Jurnal Pendidikan Jasmani Dan Olahraga (JPJO)*, 4(2), 115–125.
- Revosia, G., & Setiajidi, S. (2022). Partisipasi Masyarakat dalam Pengembangan Wisata Goa Jatijajar di Desa Jatijajar, Kecamatan Ayah, Kabupaten Kebumen. *Unnes Political Science Journal*, 6(1), 31–35.
- Sudiana, I. K. (2018). Dampak Olahraga Wisata Bagi Masyarakat. *Jurnal IKA*, 16(1), 55–66.