

Sport Tourism Development in Mali Beach Alor Regency - Indonesia

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Abstract— Sports Tourism is tourism to participate in sports activities both in the context of participating in competitions or just as fun in channeling sports hobbies. It is undeniable that tourism is one of the government's mainstays in attracting the number of tourists. Various types of tourism and concepts have been developed, namely the New Bali concept and one type of tourism that is now starting to be glimpsed is sports tourism. Alor Regency benefits from a fairly wide sea and many small islands and also has several beach destinations. One of the beaches that has begun to be developed is Mali Beach. Mali Beach is starting to be seriously managed by the local government because it has very strong tourism potential, namely clean white sand and calm seas that can attract tourists, especially sports tourism including swimming, snorkeling, diving, jet skiing, flyboarding, and others. In this study, the method used is descriptive qualitative method by conducting direct observations and interviews with predetermined informants such as managers, village heads, community leaders, tourists and the Alor Regency Tourism Office with an in-depth interview approach. This study uses a SWOT analysis technique. This method is intended so that researchers can obtain in-depth information from these resource persons. The results of this paper are local communities very enthusiastic about sport tourism but they don't have basic skill about it and they don't know how to manage the sport tourism. Training about sport tourism is very important to support the development and managing all about sport tourism.

Keywords—*sport tourism, development, planning, sport, tourism.*

I. INTRODUCTION

Sport tourism is a significant element in world tourism, and has become a highly competitive nice business. As interest and participation in sport grows within the leisure industry, the desire of people

travels to compete or spectate has grown. Sport tourism connect two separates but increasingly important areas of socioeconomic development. One of the largest economic sectors in the world (tourism) and one of the globally influential activities (sport events and activities) [1]. One type of tourism that is starting to be noticed by tourists is sport tourism. Today, sport is a large industry with many devotees, so that sports tourism has become a tourism industry with very significant developments throughout the world. According to [2], one of the fastest growing segments of the tourism industry is travel related to sport and physical activity. One of the regencies that has also begun develop tourism in the tourist destination of the Mali Coast. Mali beach has strong tourism potential, namely, white sand and calm sea water which is suitable for sports tourism such as swimming, snorkeling, diving, jet skiing, flyboarding, and others.

Sport tourism is intended so that this development can be an added value for the local community as well as the active involvement of all parties. In addition, when tourist come to visit, they don't just come but there are activities that can be done. With the existence of sport tourism, it is hoped that visitors can enjoy and get positive things.

Tourist attractions are everything that is found in a tourist destination which is an attraction so that people have a greater interest in visiting tourist destination area. In order for a tourist destination to have an attractiveness, it must have several conditions such as, there is something can see, there is something can do, and something can buy [3].

II. OBJECTIVE OF THIS STUDY

The literature review identified a number of gaps and weakness in the existing literauure on tourism development in destination region. The overall aim of

this study is how to build upon these resources by analyzing the role of tourism and its impact on sport tourism development.

This paper is structure to elucidate with the following:

- To find out the strength of attraction in Mali Beach
- To impart knowledge and develop skills which are oriented to the nature needs of the sport tourism at the present and future
- To determine the readiness of the people to sport tourism.

III. SPORT TOURISM

To see ore about sport tourism, it is necessary to know about the components that exist in tourism. The tourism components are divided into four main components, such as attractions, amenities, accessibility, and additional services.

- Attraction in tourist destination there are tourist attraction such as the beauty and uniqueness of nature, culture, and activities of local community, heritage of historical buildings, as well as artificial attraction such as gems and entertainment facilities.
- Facilities available of facilities to support the needs of visitors during tourist activities, such as the availability of food and beverage services, accommodation and souvenir.
- Accessibility facilities that make it easy for visitors to reach a tourist destination. In this case, the availability of transportation facilities to tourist destination and affordable distances to destination are important.
- Additional services supporting facilities such as currency exchange facilities, ATMs, security post, and friendly staff.

Sport tourism is divided into two categories, namely [4]

- Big sports event, is a major sporting events such as Olympic games, world sky championship, world boxing championship, and other sport that attract attention not only to the athletes themselves but also to thousands of spectators or fans.
- Sporting tourism of the practitioners, is a sports tourism for those who want to practice and practice themselves such as mountain climbing, horse riding, fishing and so on.

Based on the above definition, we can know that sport tourism is a way to how people can channel their talents to bring pleasure when they are in a tourist destination such as fishing, hunting, diving, swimming, boating, sky, and so on.

Today, sports are regarded as the world's largest social phenomenon. And tourism is predicted to become the world's biggest industry early in the next century. As such, the point of contact between sport and tourism have increased dramatically – the mutual benefits for both are quite perceptible and their relationship very compatible.

In facts the term “sport tourism” has been coined to better understand the use of sport as a touristic endeavour. Moreover, in the last decade or so, there have been philosophical and entrepreneurial developments that attribute to such a “marriage actuality. [5]

- Tour de France
- Tour de Singkarak
- Tour de Banyuwangi Ijen
- There exists important affiliation between sport and tourism in promoting domestic, national, and international friendship and understanding among individuals, groups and communities.
- Future projection, with respect to tourism trends, indicate of tendency pattern of breaking free time into a series of blocks, thereby permitting of variety of experiential stays within a single year.

IV. RESEARCH METHOD

This is a qualitative study, whereby descriptive research leads to development of more meaningful theory and measures. It critically analyzes how the generally accepted sport tourism principles. This research uses SWOT analysis as outline above it is resonates with the reality on the place of the study using interview method. In – depth interviews along with semi structured interview with key informant who involved in development of sport tourism. The informant who will be the resource person are six people consisting of one tourism manager, one village head, one head of tourism office, two tourists, and one community leader with Almost of the respondent agreed to answer some questions in interview guide that collected basic demographic information, data on their information, and all about tourism attraction in Mali Beach. Retrieval system of data sources / subjects of this study using purpose sampling techniques namely retrieval of data sources or subject based on resources choices about what aspects and who is the focus at certain situations and at that time continuously throughout the study.

V. SWOT ANALYSIS

According to David, SWOT is

Strengths: Strength are resources, skills, or other advantages associated with company competencies and market needs that can be questioned by companies that are

expected to be done. Strength is a special competition that gives a company a competitive advantage in the market.

Weakness: Weakness are limitations or deficiencies in resources, skills and capabilities that effectively impede company performances. These limitations in the form of facilities, financial, resources, management capabilities and marketing skills can be resources of community.

Opportunities: Opportunities are important favorable situation in the community. An important is one source of opportunity, such as technological change and increased relation between companies and buyers or suppliers is a picture of opportunities for the community.

Threats: Threats are important situation that are not profitable in the community. Threats are also major disturbance in the current position or desired the community.

VI. SWOT MATRIKS

Internal factors	Strengths (S)	Weakness (W)
External factor	Internal Strengths	Internal weaknesses
Opportunities (O) External Opportunities	SO strategy Taking advantage of strengths in favor of opportunities.	WO strategy Overcoming a weakness by taking advantage of opportunity.
Threats (T) External Threats	ST strategy. Taking advantage of strength to prevent threat	WT strategy Minimization of weakness and avoidance of threat

VII. RESULTS

a. Strength.

- Have beautiful view.
Mali beach have a beautiful view, shady waves and wide white sands.
- The government has special attention to build of Mali Beach
- Friendliness of local people. The hospitality of the community and the life atmosphere in this place is one of the honesty communities that express feeling through real action when they meet the tourist and this becomes

an interesting attraction and able to make tourist feeling comfortable with a good impression.

- The community prepares the boat for rent to tourist
- Mali beach is an access to the dugong fish tourist attraction.

b. Weakness

- Human resources.
The local communities do not understand about sport tourism and the constrains in providing the information for tourists
- Facilities.
Supporting facilities such as homestay, parking lot, trash bin, toilet and information board are still not available.

c. Opportunities.

- The tourism sector is growing.
- Business opportunities for handy crafts.
- The availability of flight from Kupang City.
- Alor Island has begun to be known to foreign countries
- Alor Island is increasingly famous for having the best underwater tourism

d. Threats

- Lack of awareness of local people about tourism
- Local tourist often damages tourist facilities.

VIII.SWOT STRATEGY

a. SO Strategy

- Strengthen nature identity by introducing and promoting to foreign countries
- Increase the availability of attractive tourism products by selling local food and products and also provided a playground facility on the beach.
- Create tour packages for Mali Beach attraction
- Increase participation in community as well as training on beach tourism.

b. WO Strategy

- Improve human resources by conducting socialization and education related to sport tourism
- Training about tourism awareness, English language, public speaking, and how to receive tourists

c. ST Strategy

- Increase human resources by utilizing and stabilizing each local product to be able to compete with other tourist destination.

- Work and add facilities by cooperating through the local government
 - Build a livable homestay and preparing the human resources properly.
- d. WT Strategy
- Engage and employ local people in tourist destination
 - Add another photo spot around destination and tourist activity.

IX. CONCLUSION

The development of sport tourism will take place well if it has a healthy environment and support from various parties, namely the government and the private sector. Sport tourism such as competition events can be done if facilities are met such as road access and others. While sports tourism is for activity on the beach the manager must add facilities so that every tourist who comes can enjoy every available facility.

This result is expected that Mali Beach has a variety of different tourist attraction so that tourist not feel bored.

There is increasing awareness of the importance of sustainability in sport tourism. Therefore, training is carried out about skill of sport tourism

Method should concentrate on in-depth case study to local challenges and benefits.

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