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The Socio-Economic Impact of Diving Sports Tourism at the Ex-Sail Tomini Location, Tandaigi Village, Parigi Moutong Regency

Delfiero^{1*}, Bambang Budi Raharjo², Donny Wira Yudha Kusuma³

^{1,2,3}Faculty of Sport Science, Universitas Negeri Semarang, Semarang City, Central Java 50229, Indonesia

*e-mail: delfierooke@gmail.com

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Abstract

This study aims to examine the socio-economic impact of diving tourism at the former Sail Tomini location, Tandaigi Village, Parigi Moutong Regency. This study uses a mixed method with an ethnographic approach. The sampling technique in this study used a non-probability sampling method with a purposive sampling approach with sample characteristics that the researcher had determined as the primary data source based on the research objectives. The results of this study: 1). The Parigi Moutong government's promotional strategy through the Sail Tomini Festival, which in this activity displays the natural charm and cultural tourism of Parigi Moutong and is assisted by Instagram and Facebook social media, is a very effective promotional tool in attracting visitors, providing a forum for the Community by forming tourism-aware community groups where aims to train and provide assistance to the Community on how to manage, maintain cleanliness, maintain security to provide a comfortable and safe atmosphere for the Community and also visitors. 2). Domination by providing services, such as Services to become a Diving Guide, Boat Steering and Ship crew, and resort manager. As for equipment rental, the Community still needs to open a rental facility for diving equipment due to limited costs because diving is a sport with cheap equipment. 3). the existence of diving sports tourism in Tandaigi Village is in a Good category with a percentage level of 42%. With the second-highest percentage in the less category with a total rate of 28%, the suitable type is in third place with a total share of 27%, while the class gets a percentage of 3% and significantly less gets a real rate of 1%. Based on the results of the study, it can be concluded that the Parigi Moutong government's promotional strategy, namely the Sail Tomini festival, which in this activity displays the natural charm and cultural tourism of Parigi Moutong with the help of Instagram and Facebook social media, is a very effective promotional tool in attracting visitors by the manager. The service the government provides to the Community is a forum for the Community, such as training and outreach on developing tourist destinations. The opportunity for new jobs with this tourist destination is evident; all the employees who manage and are employed at the resorts are all residents of the Tandaigi village. And the existing facilities and infrastructure in the resort area of Tandagi Village have increased yearly, in addition to excellent primary road access. The existence of diving sports tourism in the Tamanigi village is in a suitable category.

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✉ Alamat korespondensi: Kampus Pascasarjana UNNES Jl. Kelud Utara 3, Gajahmungkur Semarang
E-mail: delfierooke@gmail.com

INTRODUCTION

Global issues related to a healthy lifestyle, one of which is through physical activity, have become a reference for various countries, and institutions continue to encourage people to actively engage in physical activity, primarily through sports activities (Soegiyanto, 2013). Exercising unconsciously or deliberately is often done everywhere. These actions are related to actual development, games and entertainment. Recreational sports lead to developmental exercises that mean having fun and merry.

Many can find sports games that test adrenaline in exciting places; the type is also increasingly shifting from adventure models to extreme sports (Hidayat & Indardi, 2015). Each region has different topographic characteristics, so the development of the sports tourism industry can be an option besides participating in or watching sports competitions for sports lovers, such as mountain sports. (hiking, camping, forest cruising, cycling, trekking, and so on), water sports (Diving, canoeing, snorkelling, surfing, and so on (Sudiana, 2018). The utilization of sports tourism will positively open the door for the advancement of sports games to be enjoyed even by the local area (Sylvana Yaka Saputra & Wahyu Hananingsih, 2020)

The development of the tourism industry is relied on to encourage the development of new field jobs, financial development, and profits for underprivileged communities (Sahara et al., 2018). Programs that introduce tourism products Its new goal to expand

tourism is through the organization of Sail Indonesia. Sail Indonesia is an international program that allows provinces in Indonesia to showcase the potential of their Marine sector. Starting based on Sail Bunaken (2009), Sail Banda (2010), Sail Wakatobi (2011), Sail Morotai (2012), Sail Komodo (2013), Sail Raja Ampat (2014), and (2015), known as Sail Tomini which was held in Parigi Moutong Regency of Central Sulawesi province.

Disappears and influences on tourism development become a media to promote sports tourism, influence the economic welfare of the Community, open jobs, increase PAD, open opportunities for investors and strategy to be developed (Purnawan & Soekardi, 2017). the number of tourist visits, tourism object levy income, and hotel and restaurant taxes significantly affect PAD; local governments are encouraged to improve facilities and maintenance of tourism objects and increase tourism objects (Pertiwi, 2014). Sports events are held in tourist areas to provide additional entertainment for tourists, or vice versa, only explicitly used to attract local and foreign tourists.

The attraction of distinctive beauty of Parigi Moutong has received much recognition along the stretch of seaside scattered around the Straight of Tomini Bay, as well as the topographic shape of the fertile slopes that stretch along the Parigi Moutong area. In 2015 Parigi Moutong Regency was chosen as a Sail destination. It was known as Sail Tomini because the Parigi Moutong Regency area stretches Tomini Bay and is crossed by the equator. Sail Domini offers a beautiful

underwater destination for lovers of snorkelling or diving activities. This is a matter of pride for the government and people of Parigi Moutong; this international effort is used in addition to promoting marine tourism destinations, besides increasing the income of the surrounding Community. The abundance of natural potential, inversely proportional to the high level of destitution for most people, is an exciting issue to trace the root of the problem and overcome it. The community group strengthening program in Parigi Moutong has yet to run well.

Furthermore, efforts are expected to understand better, assess and foster projects carried out by the territory of tourism progress programs that have great opportunities and can synergize with more participatory local area strengthening programs. The recognition of charm of the traditional beauty of Parigi Moutong was recognized with the holding of the world standard event "Sail Tomini" in September 2015, in addition to the event usually held in conjunction with the Sound of Tomini festival. Moreover, the state of splendour and average abundance of Parigi Moutong may be made as a tourism destination as work to enable the local area to work on local government social assistance (Soedarso et al., 2016). improvement of the marine tourism industry, the influence of marine tourism progress from a monetary, socio-cultural and ecological point of view, and assess the increase in marine tourism with the utilization of cycle tourism (Sihotang et al., 2018).

Marine tourism in Indonesia consists of three types: beach, seascape, and deep sea.

(Demensah & Pamungkas, 2017). In our region, the activities often carried out are *sport diving* for health and marine tourism (Lagarensen, 2015). Along with developing marine tourism in Indonesia, Diving is an increasingly demanding sport (Marsanto et al., 2021).

One of the spots that are the prima donna of divers is in Tandaigi Village, Siniu District, so many tourists visit Tandaigi Village; tourists often visit 14 destinations. From the description above that the Sail Tomini event is a government program to attract local tourists and foreign tourists from the marine tourism sector; diving is a sport that has existed since it was introduced at the 2015 Sail Tomini event and until now continues to be the prima donna of diving sports enthusiasts because it has a stunning underwater beauty or to see the beach that is no less beautiful to attract tourists, Which in addition to having an impact on state income also has a direct impact on society. The impact on the surrounding Community includes impacts in terms of infrastructure, providing new jobs, infrastructure, and also introducing the socio-culture of the local Community. Based on the above background, the researcher is interested in researching "Socio-economic Impact of Diving Sports Tourism Former Location of Sail Tomini, Tandaigi Village, Parigi Moutong Regency."

The objectives of this study are: 1). Analyzing how the social influence of diving sports tourism on the Community in Tandaigi Village. 2). Analyze how driving sports tourism influences the economic sector of the people of

Tandaigi Village. 3). Analyze the existence of diving sports tourism in Tandaigi Village.

METHODS

This research uses a mixed method, namely qualitative and quantitative research. Mixed research is a method of searching by combining qualitative and quantitative search methods in a research activity so that more comprehensive, valid, reliable, and objective data will be obtained (Sugiyono, 2016).

The qualitative research used in this study is an ethnographic approach. Ethnographic model or vice versa, ethnomethodology is a subjective exploration model that aims to describe the social and cultural qualities found in individuals or associations that are individuals from a local social association (Hanurawan, 2016). Using google forms, quantitative research is used to discover the existence of diving sports tourism in Tandaigi Village.

This research was conducted in Tandaigi Village, Siniu District, Parigi Moutong Regency, Central Sulawesi, to know and analyze the socio-economic impact and existence of Diving sports tourism as a tourist attraction in Tandaigi Village, Siniu District, Parigi Moutong Regency. The sampling

technique in this study uses a non-probability sampling method with a purposive sampling approach with sample characteristics that the researcher has determined as a primary data source based on the research objectives. The sample in this study is the local government, in this case, the Parigi Moutong Youth Sports, Culture and Tourism Office (DIASPORA), the Tandaigi Village government, the community managers of Tandaigi Village, fishermen, and tourist visitors. The data analysis technique in this study is to use qualitative and quantitative descriptive using the help of Nvivo and SPSS applications. To find out the existence of Diving sports tourism, categorize using the mean and Standard Deviation.

FINDINGS AND DISCUSSION

Based on the results of data analysis of interviews with resource persons related to the socio-economic impact of diving sports tourism on the location of the former sail tomini in Tandaigi Village, Siniu District, the words that most often appear using Nvivo software on the word cloud include Community, tourism, diving, resorts, government, tourists, management, economy and so on. The image below shows the Word Cloud used in this research resource.



Image. 1 Word Cloud Data Analysis Results

Findings

1. Social impact

Based on the results of interviews conducted by researchers, the government and managers have their respective roles and ways of promoting, namely by using social media, Facebook, Instagram, and WhatsApp. In contrast, the government promotes national or international sports events outside of diving

sports activities. However, still, with one goal to advance the tourism sector, The beauty of the beach and underwater in Tandaigi Village, Siniu District, very potential; this is evidenced by the many *investors* who come to create resorts and provide diving rides in collaboration with the Community as tourism object managers. The image below shows *Project Maps* used in this research resource.

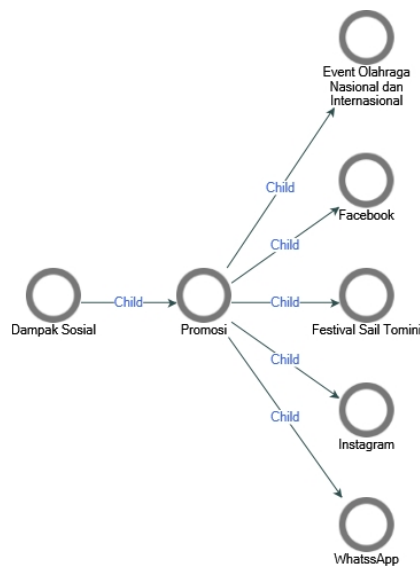
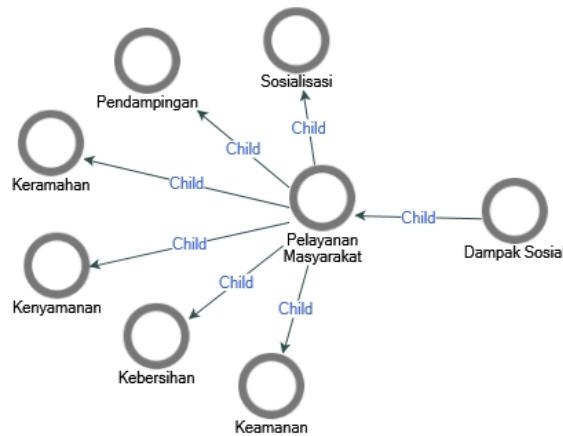


Image.2 Promotional Maps project

Based on the results of the interview, researchers concluded that the form of service provided by the government is to provide training and provide a forum for the Community by forming a Tourism Aware Community group, which aims to assist the Community in how to provide a sense of security, friendliness, comfort and maintain cleanliness through these training given an understanding of how to build a good image of

visitors. Tourism objects develop the Community's economy through diving sports tourism; this is very important to be given to the Community because considering that not all people are aware of how potential tourism to be developed in addition to improving the economy how important it is to maintain nature that provides benefits to humans, and vice versa we must protect nature. The image below shows *Project Maps* used in this research resource.



Picture 3 Community Service Maps Project

2. Economic Impact

a). Development of economic activity

From the interviews, observations, and documentation, researchers can conclude that economic activity is developed in the Community of Tandaigi Village. Because some villagers work in tourism, homemakers are empowered as resort workers, and fishermen

who are involved as boat captains and boat crews bring tourists to diving spots.

In developing new economic activities in Tandaigi Village, training, coaching, funding, nurturing, developing, and socializing are vital in developing new economic activities. The image below shows *Project Maps* used in this research resource.

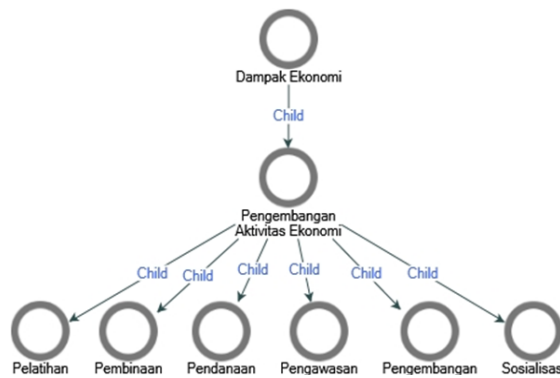


Figure4. Project Maps Development of Economic Activity

b). New Jobs

From the results of interviews, observations and documentation, researchers concluded that the Community had seen new job opportunities with the existence of this tourist destination, as evidenced by all employees who manage and are employed at

the resorts are all residents of Tandaigi Village, but the opening of new job opportunities have not been maximized due to several factors, one of which is limited costs because diving sports equipment is indeed reasonably expensive.

The image below shows Project Maps used in this research resource.

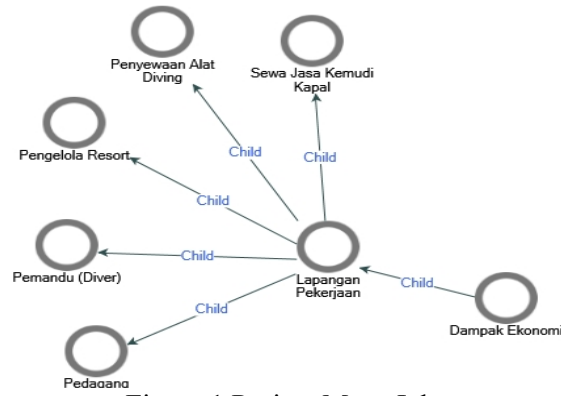


Figure 1 Project Maps Jobs

c). Facilities and Infrastructure

Based on the results of interviews, observations, and documentation in the field, researchers imply that the condition of existing

infrastructure facilities at the location is very supportive and feasible to use. The image below shows Project Maps used in this research resource.

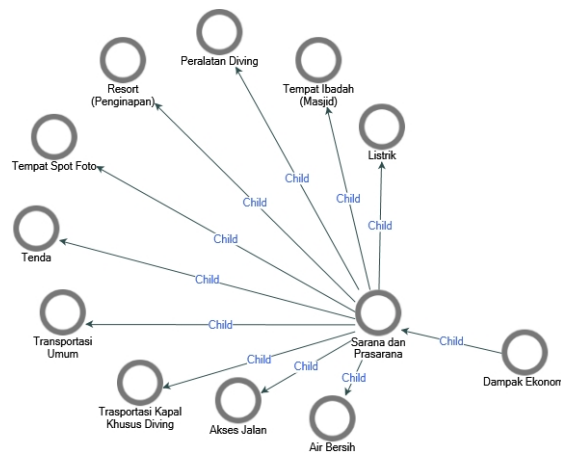


Figure 2 Project Maps Facilities and Infrastructure

3. The Existence of Tandaigi Village Diving Sports Tourism

To find out the existence of diving sports tourism at the location of the former Sail Tomini, Tandaigi Village, Siniu District, Parigi

Moutong Regency, researchers distributed statement information through Google Forms and distributed it randomly. And the results of measuring how existing diving sports tourism is as follows:

Eksistensi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Kurang	1	.8	.8	.8
	Kurang	33	27.5	27.5	28.3
	Cukup	32	26.7	26.7	55.0
	Baik	50	41.7	41.7	96.7
	Sangat Baik	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

Figure 3 Results of SPSS Data Analysis of Sports Tourism Existence

From the table above, researchers concluded that the existence of Diving sports tourism in Tandaigi Village is in a Good category with a percentage of 42%, then with the second highest percentage in the less category with a percentage of 28%, the category quite third with a percentage of 27%. At the same time, the outstanding category gets a percentage of 3%, and significantly less gets a percentage of 1%.

Discussion

Based on the results of observations, interviews and documentation conducted by researchers in analyzing the social impact of diving sports tourism, researchers found several facts about how tourism promotion efforts are carried out by local governments, in this case, the youth sports and tourism office, village governments, managers and the Community. The youth sports and tourism office has its strategy for promoting tourism in the Parigi Moutong area; that is, after the Sail Tomini activity, the government routinely holds activities at the location of the former Sail Tomini known as the Sail Tomini Festival, which in this activity displays the charm of nature and cultural tourism parigi mounting, not

only that in national or international sports events the government always displays icons Tourism in the Parigi Moutong area, one of which is the main highlight is Diving sports tourism in Tandaigi Village.

Furthermore, it is also essential to promote the business actors, namely the resort managers in Tandaigi Village, with this very sophisticated era used well by Delilah. Tourism promotion is an essential aspect in increasing the number of visitors; in the era of technology like today, the use of social media in everyday life is beneficial in accessing information; this is an opportunity for business actors to utilize social media, including for business actors in the tourism sector. Social media Instagram, Facebook and WhatsApp are promotional tools that are very often used in promoting this Diving sports tourism, and it is proven by the promotions carried out by resort managers that many visitors come to the resort to do Diving sports or to spend holidays by staying at the resort. From state officials to capital city artists who have visited this diving sports tourism several times, national TV stations have seen firsthand the underwater beauty of the former Sail to mini parigi mounting area.

Manusia plays a vital role in explaining the motivational aspects of choices related to sports and tourism (Terzić et al., 2021). Promotional activities can quickly provide awareness and be passed on by social media followers to other users (Umami, 2015). Furthermore, (Trihayuningtyas et al., 2019), social media is a means of information and promotion suitable for Generation Z tourism, and Instagram is the leading choice. Understanding online promotional tools and YouTube influencing potential tourists (Roy et al., 2020). socialization in the implementation of intelligent tourism through the digitalization of actors for the successful implementation of smart tourism (Suherlan et al., 2019). Through social networks, people can become great promoters of the place they visit or the place they visit lives (Bozdo, 2018).

Based on the results of observations, interviews and documentation conducted by researchers in analyzing the social impact of diving sports tourism, researchers found several facts about how community services are carried out by local governments, in this case, the youth sports and tourism office, village governments, managers and communities. The service provided by the government to the Community is to provide a forum to the Community by forming a tourism-aware community group where the purpose and purpose of. Forming this group aims to train and assist the Community on how to manage, maintain cleanliness, maintain security to provide a comfortable and safe atmosphere to the Community and visitors and maintain the ecosystem.

The management, village government and the Community are also aware of how the natural potential they have in Tandaigi Village, every year it becomes a routine agenda of the Community, and the organizers participate in training or socialization carried out by the government in this case, the youth sports and tourism office of Parigi mounting.

The importance of human resources in the tourism sector is that people are significant resources in most organizations, especially service-oriented ones. Human resources are crucial in achieving successful results (Nurhajati, 2017). The socio-cultural impact of tourism development can be seen in the preservation of local community cultures, such as traditional dances, Acehese cultural history, preservation of various historical buildings in Aceh, mastery of foreign languages, open access of local communities to wider networks and the opening of new job opportunities (Swesti, 2019).

Based on the results of observations, interviews and documentation conducted by researchers in analyzing the impact of economic activity development in the diving sports tourism sector, the role of the tourism office government in helping the Community develop the economic sector. People are given the training to have soft skills such as being a Diver guide, being a resort waiter, how to manage a tourist attraction. Guidance to the Community is developing new tourist attractions in the village and establishing cooperation with new investors, the government, or individuals. For self-funding in the development of the tourism sector, the government has yet to focus on this

part. Government socialization and supervision The tourism office of the Community in developing economic activities has been carried out by the government well. In addition, the growing role of local communities in tourism development, where local communities are the essential partners in development activities, economic, social and environmental dimensions are dimensions that cannot be separated from the tourism sector. (Kurniawan et al., 2015) Stated that the development of a tourist attraction can absorb quite a lot of labour; in general, there are socio-economic changes in the Community around tourist attractions; Tourism development is now starting to become one of the leading programs in regional development. Tourism development is expected to contribute to receiving Regional Original Income (PAD) and create regional jobs (Suta & Mahagangga, 2018). The development of tourism villages has a positive impact on the economic development of local communities. In contrast, indications of negative impacts on the local economy in the form of rising prices of goods are not found (Hermawan, 2016). Awareness of sustainable tourism has increased around the world. Many tourism industries incorporate sports to attract more customers to facilitate economic development and promotion of local culture (Yang et al., 2020).

Based on the results of observations, interviews and documentation conducted by researchers in analyzing job openings in the diving tourism sector, Tandaigi Village is still dominated by the provision of services, such as services as diving guides, becoming ship rudders and ship crews, and resort operators. As

for the equipment rental, no one has opened the provision of diving equipment rental because of limited costs because diving is a sport with cheap equipment. To date, the tourism industry is treated as the most dynamically developing sector of the economy. Tourism affects the national economies of many countries by creating new jobs and stimulating GDP; tourism is one of the newest business sectors that can boost other economic sectors by creating jobs, increasing income and living standards, and accelerating economic growth. The creative economy is the new economic force that emerges from the analysis results.

Economically, it is felt by villagers that agrotourism has made a difference in their livelihoods (Mohamed Shaffril et al., 2015). The impact of disaggregated tourism on regional employment and income for specific fields of employment (Kronenberg & Fuchs, 2022). Business fields related to the Creative Economy have been detected as a potential category that deserves development (Islamy, 2019); tourism is considered an essential economic driver, creating businesses, offering jobs and increasing income (Thapa & Malilni, 2016).

New job opportunities with the existence of tourist destinations are proven by all employees who manage and are employed in these resorts are all residents of Tandaigi Village, but the opening of new job opportunities has not been maximized due to several factors, one of which is limited costs because this diving sport is indeed reasonably expensive.

Based on the results of observations, interviews, and documentation conducted by

researchers in analyzing the facilities and infrastructure in the resort area of Tandagi village has begun to increase from year to year. In addition to excellent primary road access, based on the results of interviews with researchers and resource persons for facilities and infrastructure to support diving sports tourism in Tandaigi Village. The facilities include standard diving equipment, land transportation, special sea transportation for diving activities, lodging, and tents. And the infrastructure to support: good road access, clean water, electricity, places of worship (mosques), and exciting photo spots.

The provision of tourism infrastructure facilities aims to create a tourist satisfaction experience in enjoying their vacation period, not only that other programs, such as increasing the competitiveness of tourism products, are needed to encourage the strengthening of the structure of the tourism industry. The Community feels an environmental impact in a better direction due to development (Prakoso et al., 2020). (Eyisi et al., 2021) stated that a process of tourism activities that will be carried out will only achieve the expected results as planned if facilities and infrastructure are available. Tourism and natural resources significantly and positively influence tourism development (Adeola & Evans, 2020). affect the availability of job opportunities, improve the village's image, improve infrastructure quality, and increase village fund sources (Astawa et al., 2019). Improvement of sports tourism facilities and infrastructure to support the improvement and development of existing facilities and infrastructure is carried out through cooperation

(Maslivah & Sugiarto, 2022). Facilities and infrastructure are needed in tourism; However, etymologically, facilities and infrastructure have differences; both have a significant relationship to support the success of a process being carried out (Putra et al., 2020). Commitment can be seen in the management of sport tourism, such as providing joint budgets, coordinating events, goals and infrastructure development and promotion. For optimal improvement, it is necessary to have competent management and human resources. In addition, supporting factors such as financing and adequate infrastructure will be an effect (Rumini, 2015).

Based on the results of data collected through Google formula in the form of statements to find out the existence of Diving sports tourism at the location of the former Sail tomini located in Tandaigi village, many local tourists come to the Diving sports attraction as the location of this former Sail tomini to visit to see and take pictures in the resort area only, while to do Diving activities got the lowest statement.

Currently, tourism is vital in a country because the tourism sector has its market in the world; foreign tourist visits and local tourists themselves are very influential on the socio-economy and income of the people around the tourist area. Tourism is part of what turned into the world's first industry due to the social, cultural, and economic impact many countries desire by providing appropriate background and infrastructure and trying to satisfy tourists (Aghdaie & Momeni, 2011). the creation of a sports culture in the Community builds a healthy

society and develops sports potential (Wicaksono, 2014).

Based on the explanation above, what is meant by existence is an existence or state of business activities that still exist from the past until now, and the state is better known or more existing among the Community. In the modern era like today, it is easy to know which tourist destinations are tourist destinations; the existence of a tourist in an area is easy for us to know through social media, print media, TV and so on.

CONCLUSION

The promotion strategy of the parigi moutong government is after the holding of sail tomuni activities the government routinely holds activities at the location of the former sail tomuni known as the sail tomuni festival, which in this activity displays the natural charm and cultural tourism of parigi moutong, not only in national or international sports events the government always displays tourist icons - wista in the parigi moutong area, one of which is the main highlight is diving sports tourism in tandaigi village. Instagram and facebook social media are very effective promotional tools for attracting visitor made by managers. The form of service provided by the government to the community is to provide a forum for the community by forming a tourism-aware community group. Where the purpose and purpose of forming this group aims to socialize and provide training on how to manage tourist areas, build a new economy, and together, maintain the ecosystem to be maintained. The

development of economic activity in the people of tantagi village is because some of the villagers work in the field of tourism, housewives are empowered as workers at resorts, and fishermen are involved as boat captains and boat crews to bring tourists to diving spots. New job opportunities with the existence of this tourist destination are proven by all employees who manage and are employed in the resorts are all residents of tandaigi village. And facilities and the existing infrastructure in the resort area of tandagi village have improved from year to year, in addition to excellent main road access.

The existence of diving sports tourism in tandaigi village is in a good category with a percentage of 42%. With the second highest percentage in the less category with a percentage of 28%, the category is quite third with a percentage of 27%, while the very good category gets a percentage of 3% and very less gets a percentage of 1%. Many local tourists come to the diving sports attraction as the location of the former sail tomuni to visit only to see and take pictures in the resort area only, while to do diving activities get the lowest statement.

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