

The Potential for Beach and Water Sports in the Sampulungan Coastal Area, Indonesia

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Abstract This study aims to examine the recognition of stakeholders in utilizing the potential of the Sampulungan coastal area for developing water sports and beach sports in the Takalar district. The Sampulungan coastal area is a tourist area with a rural feel and natural resource potential sufficient to support sports activities, especially water and beachside sports. This strategic area needs more government attention, especially in sports development. Therefore, the government must carry out activities to optimize potential such as Infrastructure, sports facilities, and policies to support water and beach sports development. Participants involved in this study amounted to 16 informants. Research informants are people who can provide information about the situation and background conditions of the research. The informants include tourism object managers, community leaders, government or policymakers, sports organizations, and tourism observers. This study used a qualitative approach with interviews, observation, focus group discussions, and documentation. Data were analyzed using an interactive analysis model. The results showed that the Sampulungan coastal area was developed as a sports tourism destination, especially by holding coastal community sports fairs and facilitating the community to be actively involved in sports activities such as jogging, swimming, beach soccer, rowing, sailing, jet skiing, water cycling, water polo, and Beach volleyball. The concept of developing sports does not only

use the idea of utilizing natural resources, but the construction of sports facilities is carried out without disturbing natural features and even further protecting coastal areas from beach abrasion.

Keywords Water Sports, Beachside Sports, Coastal Areas

1. Introduction

One aspect of development that is no less important than other aspects is development in sports. Sport is a form of physical activity that aims to express or improve physical fitness and mental well-being through casual or organized participation, form social relations, or obtain results in competition at all levels [1]. This is because the health factor is the hope of every human being that can be achieved through sports activities [2]. Currently, sport-based travel away from the home environment for a limited time is characterized by unique rule sets, competitions related to physical prowess, and games broadly understood to include recreational sports, high performance, active involvement, and spectator activities [3]. Concern with Health and wellness is currently a global trend. As a result, people have increasingly engaged in

some form of regular exercise in their adult lives. This is evidenced by the rise of markets related to the sports sector [4]. The current interest in tourism development has involved sports, mainly recreational sports, as a way of life for physical fitness [5]. The research results show a sizeable social potential in organizing small-scale sporting events. The embodied reflections can inspire the organization of small-scale and sustainable sporting events. Events like this have impacted the rise of tourists and improved the region's image [6]. Well-planned development of coastal areas and sustainability will promote exceptional shelter, equity, equitable distribution of resources, and equal opportunities for local people. The popularity of international and national sporting events has increased significantly. Destination planning includes developing a portfolio of events and ensuring that visitors and the community are engaged in various community, sporting, arts, and special interest events [7].

Most coastal areas have a dual mandate of conserving natural resources and providing opportunities for recreation and tourism [8]. Research on the analysis of the potential for sports development in the coastal area of Sampulungan, North Galesong sub-district, Takalar district, obtained a relationship between trade facilities, services, and road infrastructure making a positive contribution, namely a powerful influence on the coastal area of North Galesong Beach and a strategic direction for developing coastal areas in improving facilities and Infrastructure by involving the community, the private sector and the government [9]. The sports sector requires the tourism sector to participate in advancing, socializing, and cultivating sports. Sporting events have been recognized as a valuable catalyst for economic development and consequently have been integrated into the tourism and destination marketing strategies of many cities and regions in the world [10]. The relationship between Sport and tourism shows promising developments that benefit both parties. The tourism industry has also begun to recognize the existence of sports tourism as a tourism activity where tourists are directly involved in sports activities or see sports-related activities [11].

The Sampulungan coastal area is an area that has several tourist objects with a rural feel that has potential natural resources that are sufficient to support sports activities, especially water sports and beach sports. This strategic area needs more government attention, especially in sports development. Based on researchers' observations, the current atmosphere of the Sampulungan coastal area is sometimes used by the local community for sports, especially during holidays, such as swimming, jet skiing, jogging, beach soccer, and beach volleyball. Activities and places can also increase interest in sports tourism [12]. However, the government has never held official sports matches or events in the region. This is because sports facilities are inadequate, and Sport is seen only as an effort to improve physical Health, fitness, and achievement, but does not place Sport as an economic attraction, which is

actually a reflection of the spirit of nationalism and is also sometimes trapped in situational politics both at the national and local levels. Valuable input for policymakers and tourism managers in specific selective tourism-type organizations when optimizing the application of sustainable tourism concepts in specific tourist destinations [13]. The sports tourism sector is receiving more and more attention from different social agents, greatly impacting different spheres of society. Tourism affects residents' attitudes towards its development and their quality of life in general. Once a community or town becomes a tourist destination, residents' quality of life is affected by its development [14]. Organizing sports tourism can now open up business opportunities, such as providing food, drinks, and traditional transportation businesses. It is estimated that 25–30% of the world's tourism economy currently travels sports-related, and tourism development forecasts for the coming years also show an increase in sport-motivated travel [6]. Tourism has considerable potential to assist sports development as much sports participation occurs during holidays [15].

Previous studies have not found research on the potential for beach and water sports in coastal areas as tourist destinations. Research on the development of sports tourism that has been done before has focused more on the impact of organizing sporting events [16], the impact of sustainable tourism development [17], how to promote it, and its effect on the economy [18]. Research on the use of health tourism as a basis for improving the physical condition of elementary school-age children is undoubtedly related to sports tourism [19]. Sports tourism events attract many people, be it government employees, administrators, sports fans, or the general public [20]. Destination planning Sports tourism has received significant attention in scientific discourse. Sports tourism is using Sport as a tourism endeavor [21].

Sport as a tourist attraction has made the tourism and sports industry cater to tourists seeking a sporting experience. Sport becomes part of the community, regional identity, and nation. Sport can help maintain and strengthen collective identity and, as a result, may offer a more authentic tourist experience of a destination [13]. This reality, combined with solid academic reasons, justifies scientific attention targeted at the phenomenon of sports tourism. How stakeholders understand the place can provide insight into future impacts with opportunities to manage the situation [22]. While it is not suggested that the study of sports tourism should be the sole domain of specialists, new insights can be gained by increasing the focus on the interface between Sport and tourism. Sports tourism is recreation-based travel that takes individuals temporarily outside their home communities to participate in physical activities, watch, or glorify attractions related to physical activities [12]. Sports travel is one of the most developing fields of international tourism as they have become an important aspect of life for people interested in Sport [23]. Tourism development requires the involvement

of the community. It is directed at spurring increased global competitiveness and foreign exchange earnings through efforts to advance tourism, among others through water sports-based tourism, because our country is archipelagic, so it has been proven that waters (maritime) in Indonesia are more comprehensive than the mainland (rural) [24].

The existence of sporting events can generate income for the region in the tourism sector because implementing a tourist destination that can be used as a place for recreation and exercise can increase the regional economy that organizes it [25]. Because sports tourism events attract many people, in terms of staff, services, fans, or a more general crowd [26]. Sports tourism is seen as one of the most profitable markets in tourism [27]. For Indonesia, the role of tourism is increasingly felt, especially after the weakening position of oil and gas. Indonesia's natural potential can be an alternative to helping the people's economy, for example, through sports tourism development. It is estimated that from 15% to 30% of tourism revenue globally is related to sports-related travel, and the number is expected to increase [28]. However, it is also necessary to pay attention to areas with potential sports tourism hazards from crowds of visitors and threats from nature [20]. With several literature studies and these considerations, the very strategic Sampulungan coastal area requires a survey of the extent to which the site is utilized in sports development. Therefore, this study aims to examine stakeholder recognition in using the potential of the Sampulungan coastal area for the development of water sports and beachside sports in the Takalar district. It also acts as a basis or recommendation material for the government to carry out activities in optimizing potentials such as Infrastructure, sports facilities, and policies to support the development of water and beachside sports.

2. Materials and Methods

This research uses a qualitative approach method.

Qualitative research is used to investigate, discover, describe, and explain the qualities or characteristics of social influence that cannot be illustrated, measured, or explained through quantitative approaches [29]. This research examines the views of interested parties, support, and essential factors in developing water and beachside sports in the Sampulungan coastal area of Takalar district. This research was carried out for six months involving the government, tourist attraction managers or private parties, sports organization administrators, community leaders, and Takalar tourism observers. Before being interviewed, all respondents filled out a consent form stating their willingness to become research informants. Then, a member check was carried out on all respondents to test the credibility of the interview data. The researcher is a physical education and sports lecturer. The qualitative approach method used in this manuscript is in the form of video or audio results from interviews, field notes, personal documentation, focus group discussions, and other official documents. The data source is information regarding all matters related to the potential for developing water and beachside sports in the Sampulungan coastal area district.

2.1. Respondent

The choice of informants in this research is based on the principle of subjects who master the problem, have ownership of accurate data, and are willing to provide complete information [30]. Data sources at the initial stage are determined purposively (who knows best about what is being asked). The respondents in this study were 16 people consisting of 9 people from the government from various interested agencies, two sports organization administrators, three tourist attraction managers or private parties, and two community leaders or tourism observers. Participants provided informed consent before data collection. The researcher coded the informant sequence as in Table 1 to make it easier to analyze the interview data.

Table 1. Characteristics of research informants

Code	Agency	Department	Gender	Education
1	Regional planning, research and development agency (BAPPELITBANGDA) South Sulawesi Province	Infrastructure and territorial sector	Man	Master
2.	South Sulawesi provincial youth and sports service	Head of sports division	Man	Master
3.	Department of Culture and Tourism of South Sulawesi Province	Head of development and marketing	Man	Master
4.	Director General of Water Resources, Ministry of Public Works and Public Housing	Implementing river and beach KDP techniques (Supan 1), Balai Besar of the Pompengan Jeneberang River Area (BBWS-PJ),	Woman	Bachelor
5.	Sports academics and practitioners	Lecturer at the Faculty of Sports Science, Makassar State University, and vice chairman of KONI for South Sulawesi province	Man	Doctorate
6.	Village government	The head of the Sampulungan village	Man	Bachelor
7.	Public figure	Residents of Sampulungan village	Man	Master
8.	Office of Public Works and Spatial Planning of South Sulawesi Province	Spatial Planning Functional	Woman	Master
9.	Department of Youth, Sports, and Tourism	Head of Tourism	Man	Bachelor
10.	Takalar district tourism observer	Public figure	Man	Master
11.	Public works and spatial planning of Takalar district	functional spatial arrangement	Woman	Bachelor
12.	Regional Government of Takalar Regency	Regent of Takalar	Man	Doctorate
13.	Takalar Sports Organization Manager	Chairman of Achievement Development KONI Takalar district	Man	Bachelor
14.	Tourist attraction manager	Culinary tourism owner "RM. Balla Juku Cover"	Man	Senior high school
15.	Tourist attraction manager	Owner of the culinary tour "The View Sampulungan."	Man	Senior high school
16.	Tourist attraction manager	Sampulungan Beach tour manager	Man	Senior high school

2.2. Data Collection

Data was collected using semi-structured interview instruments to find problems more openly. Interviews were conducted with respondents separately for approximately one hour. The interview guide used was based on the potential for water sports and beachside sports, namely, eight questions related to government support, six questions regarding approval from sports organization administrators, five questions related to the views of tourist attraction managers or private parties, and four questions regarding support from community leaders or tourism observers. All respondents were willing to be interviewed directly or face to face. Documentation of activities in the form of pictures, recordings, and videos of informants telling stories about the potential for water sports and beachside sports was used as additional data for researchers conducting field observations.

2.3. Data Analysis

The data analysis technique in this research uses the interactive analysis model proposed by Miles and Huberman, which includes three activities, namely: data reduction (*data reduction*), exposure/presentation of data (*data display*), and conclusion drawing and verification (*conclusion drawing/verifying*) [30].

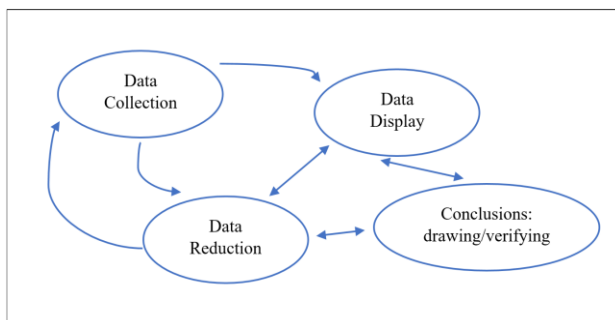


Figure 1. Components in data analysis (interactive model)

3. Results and Discussion

3.1. Factors Influencing the Development of Water Sports and Beachside Sports

3.1.1. Geographical Location and Accessibility

Geographically, the Sampulungan coastal area is on the north side of the Takalar district, which is close to the Makassar city border and has easy access.

- (7) "... The Sampulungan coastal area is a coastal area located in Sampulungan village, North Galesong subdistrict, Takalar district, South Sulawesi province with a coastline of around 1000 meters."
 (8) "... South Sulawesi provincial, regional regulation number 3 of 2022 concerning regional spatial

planning for 2022-2041 states that Sampulungan Beach is included in the tourism zone with an area of 17.01 Ha located at coordinate point 5°14' 34.273' South Latitude and 119°22' 47.112' East longitude".

- (6) "... The coastal area in the Sampulungan village area is only 15 kilometers south of Makassar and takes 15 to 20 minutes via the Tanjung Bunga Metro road towards Takalar, and the distance of the object from the main provincial road is around 400 meters. The tourist destination on Sampulungan Beach is a rural area designed as a family tourist attraction....".
 (9) "Sapulungan Village is currently developing beach and culinary tour by Takalar district regional regulations number 3 of 2020 concerning the master plan for regional tourism development for 2020 - 2035...".

In Figure 2, it can be explained that the location of the Sampulungan coastal area is very strategic, with a natural rural feel, and has the potential to be used for the development of water sports and beachside sports.



Figure 2. Sampulungan coastal area

3.1.2. Supporting Infrastructure and Facilities

Infrastructure and supporting facilities in the Sampulungan coastal area are supporting factors for the development of water sports and beachside sports.

- (4) (6) "... Along the coastline, a wave-reduce barrier has also been built with several T-shaped breakwater points. Then the wave-retain barrier is equipped with a jogging track and a large area of growing land."
 (12) "... the Sampulungan coastal area has become a tourist area, so we have repaired the main access road to the coast and the bus stopping point...".
 (14) "... there is a gazebo sit to relax while enjoying fresh fish culinary delights and a sandy area
 (15) "... children's play facilities are also provided in the form of a swimming pool, toilets, places to eat and a fairly large parking area...".

(16) "... one of the attractions of the coastal area here is that apart from the beautiful and cool views, it is also because of the accommodation facilities and water sports rides such as jet skis, banana boats, sofa boats... and beach volleyball sports facilities."

Supporting facilities are critical in strengthening water sports activities. Water sports facilities are available, as shown in Figure 3. The potential for water sports in the Sampulungan coastal area is very supportive and needs attention and support in developing water sports.



Figure 3. Water sports facilities

3.1.3. Sports Development Concepts and Innovations

The sports development concept has become an attraction in the Sampulungan coastal area.

- (13) "... KONI's breakthrough innovation to develop especially beach sports..., hold meetings or create sailing sports, beach volleyball, beach football, traditional boat races, rowing or water polo..."
- (10) "... according to geography, suitable sports such as jogging while enjoying the beach atmosphere, ... swimming, beach soccer, beach volleyball, jet skiing, traditional boat races, water cycling and fishing..."
- (3) "... for the development of sports and tourism in coastal areas, there is a need for a Penta helix concept, namely collaboration between local government, the private sector, coastal communities, and the mass media..."
- (5) "... The concept of sports development not only uses the concept of utilizing natural resources but the construction of sports facilities is carried out without disturbing natural features and even further protects coastal areas from coastal erosion..."

Developing water and beachside sports in the Sampulungan coastal area requires an excellent Penta helix concept. Product not only utilizes natural resources, but the construction of sports facilities is carried out without disturbing natural features and even further protects coastal

areas from coastal erosion. Collaboration with sports administrators has a role in sports development. Geographically, the Sampulungan coastal area is suitable for developing water sports and beachside sports such as jogging, swimming, beach soccer, rowing, sailing, jet skiing, water bicycles, water polo, and beach volleyball as in Figure 4, which shows the atmosphere of a beach volleyball game, With modified regulations.



Figure 4. Beach volleyball in the Sampulungan coastal area

3.1.4. Sports Events and Promotions

Sports events or the organization of sports activities and promotion of activities is one factor that significantly influences the development of water sports and beachside sports in the Sampulungan coastal area.

- (2) "... in principle, we want to carry out coastal sports events to promote sports and exercise in the community, creating conditions in society with better health..."
- (7) "...Sampulungan is very suitable for holding sporting events, and if possible, there is an annual sports event, ... or a coastal community sports week so that it becomes a tourist attraction too..."
- (16) "One of the activities of visitors who come to the tourist attraction here is exercising on the beach, and their enthusiasm is very high. We have also promoted this through social media."
- (10) "In my opinion, what is needed now with the existing potential is the provision of events sports ... the most important thing is that when it comes to sports, the sporting event or match is crucial..."

Organizing water sports and beachside sports events in the Sampulungan coastal area is needed to utilize the potential and develop sports activities. Apart from that, the sporting events being held also need to be promoted, and it is hoped that they will become a unique attraction that can increase community participation and tourist visits to the Sampulungan coastal area, as in Figure 5.



Figure 5. The atmosphere of visitors to a traditional boat race in the Sampulungan coastal area

3.1.5. Human Resources

Human resources have a strategic role in the development of water sports and beachside sports. The Sampulungan coastal area has great potential in producing athletes, scouting sports talent, and increasing community participation.

- (7) *"... the local community is very enthusiastic about sports activities, but water and beach sports are not yet played professionally".*
- (6) *"The existence of human resources in terms of sports personnel in Sampulungan village also has the potential to develop water and beachside sports..."*.
- (14) *"... community participation in visitor services is quite good..."*
- (13) *"So water and beachside sports are still unfamiliar to society. They have not yet become popular sports. Therefore, we need to support the Sampulungan coastal area as an attraction to promote sports..."*.

Human resources in sports personnel need to be provided with a platform for sports development and facilitate people with sports potential or talent by developing water sports and beachside sports in the Sampulungan coastal area.

3.1.6. Policy

The government's role in making policies is also essential in optimizing the potential for water and beachside sports in the Sampulungan coastal area.

- (3) *"... coordination and Collaboration from all existing stakeholders,...The development of coastal areas requires innovation and attractive promotions so that tourists are increasingly interested in coming."*
- (1)"... Collaboration with government at all levels can maximize the development of sports potential..."
- (14) *"The presence of the government in supporting community participation is expected to maximize and accelerate regional development..."*.
- (12) *"The government provides policies that educate human resources, policies that influence the market to come, policies to keep destinations clean and healthy, infrastructure policies, and policies to give space to the private sector to innovate."*

The development of the potential for water and beachside sports in the Sampulungan coastal area, which is related to policy support by the authorities, is a very influential factor. The government needs to establish cooperation and Collaboration with all stakeholders. As the policyholder, the government must prepare a regulation or policy that supports the development of sports potential by stimulating innovation.

Based on Table 2, the Sampulungan coastal area has good advantages and opportunities for developing water and beachside sports. A very strategic location that is still natural and has supporting facilities are the advantages of the Sampulungan coastal area. Apart from geographical location, Infrastructure and supporting facilities, based on the results of observations and interviews with informants, the Sampulungan coastal area also has opportunities supported by easy accessibility, high interest in sports when tourists or visitors are in the coastal area, scouting for community sports talent. local, the existence of human resources in terms of sports personnel, the concept of sports development from tourist attraction managers and government policies in inviting other parties to collaborate.

Table 2. Analysis of the potential for water sports and beachside sports

Potential analysis	Research result	Recommendation
Strength	<ol style="list-style-type: none"> 1. The Sampulungan coastal area is very strategic, close to the city border 2. A large room with beautiful unspoiled beaches 3. Accessibility to coastal areas is effortless reach 4. Infrastructure and several sports support facilities have been improved. 5. Several attractions managed by the community and private parties can provide 6. The existence of human resources in the form of sports personnel and people who like sports 	<ol style="list-style-type: none"> 1. Make city residents the target market. 2. Maximize empty land in coastal areas to develop beach sports and water sports facilities. 3. Improve access to coastal areas to make them more attractive 4. Sports facilities need to be improved according to sports standards 5. Tourist attraction managers need to make beach sports and water sports a unique attraction 6. Provide space to contribute to the development of water sports and beach sports through a sports talent scouting program by making the Sampulungan coastal area a training ground
Weakness	<ol style="list-style-type: none"> 1. Facilities supporting sports activities have not been managed professionally because they are still limited to recreational and culinary activities 2. no official sporting events are being held in the Sampulungan coastal area 3. Government policy does not yet regulate Collaboration with local tourist attraction managers' development of water sports and beachside sports 4. The concept of sports development in coastal areas has not been correctly collaborated 5. The attraction of special sports interests has not been maximized in increasing tourist visits to coastal areas 	<ol style="list-style-type: none"> 1. The government and the private sector need to collaborate in improving sports facilities and promoting sports activities with official game standards 2. Holding a regular coastal community sports week every year, such as beach volleyball, swimming, and beach football matches. 3. There needs to be clear regulations, at least village regulations, regarding developing water and beachside sports in the Sampulungan coastal area. 4. Collaborate with content creators, mass media, and sports organization administrators in maximizing development concepts to make them more attractive in line with developments in information technology. 5. Sport is now a lifestyle in society after COVID-19, so the government and tourist attraction managers need to make Sports a tourist attraction by regularly holding sporting events.
Opportunity	<ol style="list-style-type: none"> 1. The Sampulungan coastal area is starting to be known through social media as a tourism area designed as a beach tourism destination 2. Playground facilities and culinary tourism have become tourist attractions 3. Coastal areas have opened up new job opportunities for local communities 4. some sports facilities are used as public facilities for recreational sports activities 5. There is high interest in sports from tourists and the public when in the Sampulungan coastal area. 	<ol style="list-style-type: none"> 1. The government and tourist attraction managers can mentally prepare the public to be aware of tourism by providing services to receive signify significant-capacity tourists 2. Tourist attraction managers must be more creative and innovative in increasing tourist visits through sports tourism facilities 3. The government must involve and encourage the community to take advantage of economic opportunities, sports, and tourism. 4. The government and tourist attraction managers must provide health and water safety facilities in the Sampulungan coastal area. 5. The government and tourist attraction managers need to collaborate to channel interest in water sports and beachside sports through sports facilities that meet standards and through sports events.
Threat	<ol style="list-style-type: none"> 1. The emergence of several new tourist destinations in other areas 2. Competition among tourist attraction managers in coastal areas to increase tourist visits 3. Coordination and Collaboration between the government and the private sector have not been established well 4. Long-term use of the area will trigger the potential for coastal erosion 5. Community readiness and involvement in sports development has not been optimized 6. There is no tourism awareness group in the Sampulungan coastal area 	<ol style="list-style-type: none"> 1. Create more attractive tourism activity by offering promotional tour packages with prizes. 2. Collaborate to create sporting events to increase tourist visits by accommodating all mutually beneficial interests. 3. There need to be binding regulations for the common good 4. Requires the concept of utilizing natural resources without disturbing natural features and even further protecting coastal areas from coastal erosion 5. The government involves the community in all sporting events held in the Sampulungan coastal area. 6. Form tourism awareness groups and collaborate with village-owned business entities.

In Table 2, there are also findings of deficiencies and threats related to the potential for water sports and beachside sports in the Sampulungan coastal area, namely that the facilities supporting sports activities have not been managed professionally because they are still limited to recreational and culinary activities, no official sports events are being held, policies The government has not yet regulated cooperation with tourist attraction managers in developing water sports and beachside sports, the concept of sports development in coastal areas has not well collaborated. The attraction of special sports interests has not been maximized in increasing tourist visits to coastal areas. Apart from that, the emergence of several new tourist destinations in other areas has created competition among tourist attraction managers in coastal areas in increasing tourist visits. Based on Table 2, coordination and Collaboration between the government and the private sector has not been established well. Then, the readiness and involvement of the community in sports development have also not been optimized due to the absence of tourism awareness groups in the Sampulungan coastal area.

The potential analysis described in Table 2 recommends that the Sampulungan coastal area requires utilizing natural resources without disturbing natural features and even further protecting the coastal area from coastal erosion. Collaboration between sports administrators, government, society and the private sector must be increased in developing water and beachside sports. Geographically, the Sampulungan coastal area is suitable for developing water and beachside sports by holding sporting events, which are also expected to become a special attraction that can increase tourist visits to the Sampulungan coastal area. Policy support by the authorities is a very influential factor in establishing cooperation and Collaboration in regulations or policies that support the development of sports potential. The government and community are also expected to form tourism awareness groups and collaborate with village-owned business entities to accommodate ideas and concepts in developing water and beachside sports.

4. Conclusions

Based on the research results, it can be concluded that Other supporting factors are the high interest in sports when tourists or visitors come to coastal areas, community participation when watching competitions in coastal areas, and the many tourist destinations in the Sampulungan coastal area that need to make sports an attraction of particular interest. The Sampulungan coastal area was developed as a sports tourism destination, especially by holding coastal community sports weeks and facilitating people to be actively involved in sports activities such as jogging, swimming, beach football, rowing, sailing, jet skiing, water bicycles, water polo, and beach volleyball.

Factors influencing the development of water and beachside sports require all resources without disturbing

the natural features protecting coastal areas from erosion. It needs inno. Collaboration between sports administrators, government, society, mass media, and the private sector has a role in sports development. By holding sporting events, it is hoped that it will become a unique attraction that can increase tourist visits to the Kapalungan coastal area. Therefore, the potential for water sports in the Sampulungan Coastal area needs to receive more attention from the government, especially in establishing cooperation and Collaboration in regulations that support and maximize the sustainability of sports development in the Sampulungan Coastal area.

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