

STRATEGIES FOR DEVELOPING LOCAL WISDOM-BASED SPORT TOURISM TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS (SDGS) IN SOUTH SULAWESI PROVINCE

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Abstract: This study explored the development strategies of sport tourism based on local wisdom in South Sulawesi Province to achieve the Sustainable Development Goals (SDGs), particularly in poverty reduction. The SDGs, adopted in Indonesia through Presidential Regulation No. 59 of 2015, prioritized poverty alleviation as a primary goal. This research assessed the potential of sport tourism by leveraging the diversity of nature and local culture to enhance the rural economy. South Sulawesi, rich in natural and cultural resources, offered significant potential for sport tourism. Activities such as marathons at the Maros GeoPark, mountain biking in Malino Pine Forest, and jet ski festivals at Tanjung Bira Beach attracted tourists and stimulated the local economy. However, the decline in tourist visits highlighted the need for new strategies. A qualitative method was used to analyze the potential and obstacles in sport tourism development. The results showed that sport tourism based on local wisdom could reduce poverty through job creation and increased income from tourist spending. The elements of “something to see,” “something to do,” and “something to buy” in South Sulawesi enhanced tourism appeal and the local economy. Challenges such as infrastructure, stakeholder coordination, and community training needed to be addressed. This study suggested better traffic systems, effective communication, and the enhancement of local human resource capacities. An inclusive approach in planning and managing tourist destinations was expected to maximize economic benefits while preserving the local environment and culture, making sport tourism based on local wisdom a sustainable development model for South Sulawesi.

Keywords: Sport, Tourism, Development, Local wisdom.

INTRODUCTION

Sustainable Development Goals (SDGs) is a new global development platform agreed upon by 193 member countries of the United Nations (UN). The SDGs serve as a continuation of the Millennium Development Goals (MDGs), which ended in 2015 (Aji & Kartono, 2022). The globally scoped Sustainable Development Goals were later adopted in Indonesia as part of the sustainable development goals outlined in Presidential Regulation No. 59 of 2015. These goals have been integrated into national and regional development agendas, extending down to the village level (Natalia & Maulidya, 2023).

One of the primary objectives of the Sustainable Development Goals (SDGs) is “No Poverty,” aimed at eradicating poverty. Poverty is a multidimensional issue that has broad impacts on individuals and society. It not only affects the economic aspect but also leads to other social problems (Komalasari, 2023). Poverty remains a major issue in Indonesia, with the number of poor people reaching 26.36 million (BPS Indonesia, 2023). This figure indicates that poverty levels in Indonesia are still quite high, with much of it concentrated in rural areas (Purwanti, 2024).

The high level of poverty in rural areas has driven urbanization, with residents migrating from villages to cities in an attempt to escape poverty, drawn by job opportunities and higher wages in the industrial and service sectors of urban areas. This phenomenon aligns with Todaro’s Migration Theory, which states that the primary motivation for workers to migrate is the expectation of higher wages (Todaro & Smith, 2006). Excessive urbanization can lead to various issues, not only in the destination cities but also in the rural areas left behind. Problems in cities include

increasing poverty rates, the rise of slum settlements, higher urban crime rates, air and noise pollution, among other issues (Syafira & Triani, 2021). In rural areas, the depletion of human resources due to migration to cities can hinder significant development (Yanuar et al., 2023).

One strategy to reduce rural poverty is by optimizing the local potential in each region (Setiadi & Pradana, 2022). Tourism is one sector that can be leveraged, as it can generate demand in both consumption and investment, which in turn drives the production of goods and services (Hidayatullah & Suminar, 2021). Tourists spend money, which directly increases market demand for tourism-related goods and services. This creates new opportunities to boost rural incomes and generate employment (Eddyono, 2021). South Sulawesi is a province with significant tourism potential, as evidenced by its geographic conditions, which offer abundant natural resources. In addition to these natural assets, South Sulawesi's rich cultural diversity is also a major attraction for cultural tourism, enticing international tourists to visit (Surur et al., 2014). However, according to data from BPS South Sulawesi (2023), the number of tourists visiting the province decreased by 28.76%. In January 2023, only 1,090 international tourist arrivals were recorded, compared to 1,530 in December 2022.

One strategy to attract both domestic and international tourists to South Sulawesi is by developing new tourism markets, such as sport tourism. Sport tourism, a combination of sports and tourism, is a growing sector that has been drawing increasing numbers of tourists worldwide (Jiménez-García et al., 2020). As a branch of sustainable tourism, sport tourism offers a solution that balances conservation needs with economic demands, particularly for communities surrounding tourist destinations (Zhao & Xia, 2020). This highlights the importance of exploring and developing strategies to optimize the benefits of sport tourism. Such an approach involves local communities not only as beneficiaries but also as active stakeholders in managing and developing sport tourism (Ridwanullah et al., 2021). Through direct participation, communities can contribute to environmental conservation while simultaneously enhancing their economic well-being (Hidayat et al., 2024). By focusing on local economic empowerment, this approach is relevant not only to the global sustainable development agenda but also to local needs for job creation and economic diversification. Sport tourism, based on local wisdom, can become a development model that provides broad benefits, from poverty reduction to environmental preservation (K et al., 2023).

This research became highly relevant in the present context, as many local communities struggled to find economic development alternatives that were not only financially profitable but also sustainable and ethical. The increasing pressure on natural resources and the environment required innovative and inclusive approaches to tourism development that prioritized environmental sustainability and the socioeconomic well-being of local communities (Manurung et al., 2019). Based on the above background, the problem formulation of this research aimed to identify the obstacles faced by the government and local communities in utilizing tourism potential, as well as the effective strategies for developing sport tourism. By understanding the factors that influenced the success and failure of sport tourism development initiatives, stakeholders could develop more effective strategies to promote local economic empowerment through sustainable tourism.

RESEARCH INSTRUMENTS

This research employed a qualitative analysis method, which is a series of systematic, factual, and accurate investigations into social phenomena that provide a comprehensive and holistic overview of tourism potential as a location for sport tourism and the development strategies for sport tourism-based tourism in South Sulawesi. The study aimed to offer a better understanding of the situation or issue being studied. The research was conducted in the province of South Sulawesi. The steps to select the subjects as samples involved determining the areas for the study, considering locations that had the most frequent direct interaction with the local community as a clear selection criterion to ensure that the cases were relevant to the research problem. The research locations included the Maros GeoPark, where marathon running around the GeoPark could be developed as a form of sport tourism; the Malino Pine Forest in Gowa Regency, where mountain biking (MTB) could be promoted; and Tanjung Bira Beach in Bulukumba Regency, where a Jet Ski Festival could be established as a sport tourism event.

The stages of this research began with selecting the tourism locations: GeoPark in Maros Regency, Malino Pine Forest in Gowa Regency, and Tanjung Bira Beach in Bulukumba Regency. This was followed by the development of research instruments, including documentation, interview guidelines, and observation checklists, to collect data through in-depth interviews with community members from various levels and by observing their work processes and interac-

tions in the development of sport tourism. The collected data were analyzed using thematic analysis to identify themes, patterns, and relationships within the data, providing a holistic understanding of sport tourism development strategies. The data analysis technique employed was the interactive model of analysis, focusing on three components: data reduction, data display, and conclusion drawing, which included stages of inference and verification (Miles et al., 2019).

RESULT

The results of this research indicated that the development of sport tourism based on local wisdom in South Sulawesi Province offers significant potential to achieve the Sustainable Development Goals (SDGs), particularly in reducing poverty in rural areas. By leveraging local natural and cultural assets, such as the Maros GeoPark, Malino Pine Forest in Gowa Regency, and Tanjung Bira Beach in Bulukumba Regency, sport tourism can become an effective alternative to boost the local economy and create jobs. Activities like marathons, mountain biking, and jet ski festivals not only showcase the beauty of the local environment but also stimulate the economy through increased tourist spending and local market demand.

This research identified that the element of “something to see” in sport tourism based on local wisdom in South Sulawesi is highly appealing to tourists. One example is the Maros GeoPark, which offers unique and stunning geological scenery. The diverse rock formations and biodiversity in this area create a rich and educational visual experience. Visitors can enjoy the natural beauty while learning about the geological processes that shaped the region, making it a tourist destination that is not only attractive but also informative.

In addition to the breathtaking scenery, this research also highlighted the element of “something to do,” which involves various sporting activities at the Malino Pine Forest and Tanjung Bira Beach. At the Malino Pine Forest, visitors can enjoy the challenging activity of mountain biking, inviting them to explore beautiful natural trails. Meanwhile, Tanjung Bira Beach offers thrilling experiences through jet ski activities, providing tourists with the opportunity to enjoy excitement on the water. These activities are not only entertaining but also promote an active lifestyle, attracting visitors from diverse backgrounds.

The element of “something to buy” in the development of sport tourism also holds significant potential to boost the local economy. As the number of tourists increases, the demand for local products and services will also rise. Local communities can seize this opportunity to sell handicrafts, souvenirs, and regional delicacies. The sale of these products not only provides additional income but also allows the community to introduce local wisdom to tourists. Thus, the development of sport tourism based on local wisdom not only focuses on the tourism experience but also emphasizes the economic empowerment of the community through sustainable local trade.

Despite its significant potential, this research also identified several obstacles to the development of sport tourism. Key challenges include a lack of adequate infrastructure, coordination among stakeholders, and the need for training for local communities to enable them to participate effectively in this sector. Therefore, the main recommendations from this research emphasized the importance of establishing a good traffic management system, effective communication between the government and the community, and enhancing local human resource capacity to support sustainable sport tourism development.

The study also highlighted the need for an inclusive and sustainable approach to sport tourism. By actively involving local communities in planning and implementation, sport tourism can not only provide economic benefits but also aid in the preservation of the environment and local culture. Community participation in the management of tourist destinations can mitigate negative environmental impacts and ensure that the benefits of tourism are equitably shared among all parties involved.

Overall, the development of sport tourism based on local wisdom in South Sulawesi can serve as a beneficial and sustainable development model. With the right strategies, sport tourism can support the achievement of the Sustainable Development Goals (SDGs) by reducing poverty, protecting the environment, and enhancing the quality of life for local communities. This research provides valuable insights into how sport tourism can be optimized to achieve sustainable development goals while respecting and leveraging local wisdom.

DISCUSSION

The development of sport tourism based on local wisdom in South Sulawesi Province represents a promising strategy to support the achievement of the Sustainable Development Goals (SDGs), particularly in addressing poverty.

The SDGs, as a global agenda adopted in Indonesia through Presidential Regulation No. 59 of 2015 (Amirya & Irianto, 2023), emphasize poverty alleviation as one of the main objectives. In South Sulawesi, with its rich natural and cultural potential, the development of sport tourism can make a significant contribution to reducing poverty in rural areas. Sports activities combined with tourism, such as marathons, mountain biking, and jet ski festivals, offer opportunities to enhance the local economy and create new jobs, which can directly increase the income of local communities.

This research demonstrates that sport tourism in South Sulawesi can enhance tourism appeal through engaging elements such as “something to see,” “something to do,” and “something to buy.” The GeoPark of Maros offers unique geological beauty, the Pine Forest of Malino provides challenging mountain biking trails, and Tanjung Bira Beach presents exciting jet ski activities. These elements not only enrich the tourist experience but also have great potential to attract more visitors, thereby increasing the demand for local products and services. With the rise in tourist spending, local communities can gain greater economic benefits from the sale of handicrafts and regional delicacies.

This research aligns with the impact analysis of sport tourism conducted in the Thousand Islands, which showed that the development of sport tourism can have a significant positive effect on the well-being of local communities. The study found that sports activities integrated with tourism not only attract visitors but also increase local income through job creation and enhanced demand for local products and services. This reflects a similar potential in South Sulawesi Province, where sport tourism based on local wisdom can be an effective tool for poverty alleviation (Widy-aningsih et al., 2020).

However, the development of sport tourism is not without its challenges. This research identifies key obstacles such as inadequate infrastructure, poor coordination among stakeholders, and the need for training for local communities. These challenges must be addressed for sport tourism to develop optimally. Effective traffic management, clear communication between the government and the community, and capacity building for local human resources are essential steps to support the sustainable development of sport tourism. This will ensure that the potential of sport tourism can be maximized for the benefit of the local economy.

In line with the efforts to develop tourist villages in Klungkung Village, Jember Regency, which aim to enhance economic independence based on local potential, the development of sport tourism in South Sulawesi also focuses on leveraging local resources to stimulate the economy. Both studies emphasize the importance of recognizing and optimizing existing resources, whether in the form of tourist attractions, culture, or sports activities, to improve the welfare of local communities. Furthermore, the research in Klungkung indicates that optimal management of local potential involves various aspects such as amenities, accessibility, and information. This aligns with the challenges faced in the development of sport tourism, where adequate infrastructure and coordination among stakeholders are crucial. By conducting surveys and in-depth discussions, the study in Klungkung can provide valuable insights into how similar strategies can be applied in the context of sport tourism to address existing obstacles and ensure sustainable development (Mulyono et al., 2024).

This research identified that local wisdom-based sport tourism provides “something to see,” “something to do,” and “something to buy,” which can enhance the tourist appeal in South Sulawesi. For instance, GeoPark in Maros Regency offers unique geological views, while Pine Forest in Malino and Tanjung Bira Beach provide sports activities such as mountain biking and jet skiing. Additionally, these activities have the potential to improve local skills and increase community income through the sale of local products and services related to tourism.

This study aligns with the analysis of the tourism potential of Blue Lagoon Beach in Bali, which also emphasizes the importance of the components “something to see,” “something to do,” and “something to buy” in developing tourist attractions. At Blue Lagoon Beach, research indicated that despite its significant potential, management needed improvement to offer appealing attractions and adequate facilities. This reflects the necessity for a well-planned strategy to optimize tourist appeal, similar to the approach taken in the development of local wisdom-based sport tourism in South Sulawesi. Furthermore, the study of Blue Lagoon Beach identified various facilities that could support tourist activities, including shopping venues and additional services. This relates to the findings that indicate sport tourism not only offers sports activities but also creates opportunities for tourists to purchase local products. By developing suitable facilities in both Blue Lagoon Beach and in the context of sport tourism, these locations can enhance the tourist experience and provide economic benefits to the local community (Paramitha, 2022).

An inclusive and sustainable approach is crucial in the development of sport tourism. Active participation of local communities in the planning and implementation of sport tourism projects ensures that economic benefits are

also felt by the local community. Furthermore, involving the community in managing tourist destinations can aid in the preservation of local environment and culture. By engaging the community directly, negative impacts on the environment can be minimized, and the profits from tourism can be distributed fairly. This approach aligns with the principles of the Sustainable Development Goals (SDGs), which prioritize sustainability and social welfare.

The active participation of communities in managing tourist destinations not only supports economic sustainability, but also helps preserve the environment and local culture. This is in line with research findings in Bulukumba which show that the involvement of various stakeholders, including community groups such as Pokdarwis, is crucial for tourism sustainability and improvement (Ahmad et al., 2024). Overall, the development of local wisdom-based sports tourism in South Sulawesi has the potential to be an effective and sustainable development model. With the right strategy, sports tourism can not only support the achievement of the SDGs by reducing poverty and protecting the environment, but also improve the quality of life of local communities. This research provides valuable insights into how sports tourism can be optimized to achieve sustainable development goals while respecting and utilizing local wisdom. This positions sports tourism as a promising alternative for development in areas rich in natural and cultural potential, such as South Sulawesi. Especially in preserving traditional sports so that the next generation of the nation can maintain and utilize traditional sports as a vehicle in various aspects of development and education (Susanto et al., 2022).

CONCLUSION

The development of sport tourism based on local wisdom in South Sulawesi offered a potential solution to reduce poverty in rural areas. By leveraging the natural and cultural potential of locations such as GeoPark Maros Regency, Malino Pine Forest, and Tanjung Bira Beach, sport tourism could enhance the local economy through job creation and increased income from tourism. Sporting activities such as marathons, mountain biking, and jet ski festivals not only promoted the beauty of nature but also encouraged tourist spending, which positively impacted the local economy.

However, the development of sport tourism in South Sulawesi faced challenges such as inadequate infrastructure, poor coordination among stakeholders, and the need for training for local communities. Therefore, it was essential to implement inclusive and sustainable strategies by involving the community in the planning and management of tourist destinations. This approach would not only maximize economic benefits but also assist in the preservation of local environments and cultures. With the right strategies, sport tourism could serve as an effective and sustainable development model, aligned with the Sustainable Development Goals (SDGs), while providing long-term benefits for local communities.

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