

The Potential of Sport Diving as a Tourism Attraction in Indonesia

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Abstract

This Indonesia has a large area of oceans and land. Indonesia's ocean area is about 3,273,810 km² while the land area is about 1,919,440 km² so that the total area of Indonesia is 5,193,250 km². Indonesia is also referred to as a maritime country, because it has a wider sea area than its landmass. The potential of a large marine area becomes an important role in the progress of a country, one of which is in the maritime tourism sector. If it can be managed to the maximum then it certainly brings many benefits obtained one of them in the economic sector, the absorption of many jobs, many stock investors and the number of foreign tourists who come. In the marine tourism sector by looking at the richness of underwater nature, diving sports become an attraction for foreign tourists who want to explore the underwater beauty of Indonesia. Starting from the eastern to western tip of Indonesia (Papua, NTT, Maluku, Sulawesi, Kalimantan, Bali, Java, Sumatra) has a unique diving potential in each region.

Keywords: Scuba diving, Tourism, Indonesia

Introduction

The vast marine area controls 70 percent of the total area of Indonesia making it stored a lot of maritime resources, one of which is the beauty of the underwater. Coral reefs are limestone sedimentary rocks in the sea that form a colony that attracts shallow water fish to live in the area. Indonesia's coral reefs reach 284,300 km² or 18% of the world's coral reefs. The wealth of coral reefs is not only from the extent, but from the biodiversity within it. Inside there are 2,500 types of fish, 1,500 types of mollusks, 1,500 types of shrimp and 590 types of coral. In utilizing this wealth can be developed in the tourism sector. If managed to the maximum then it can certainly bring a lot of benefits, the absorption of many jobs, many stock investors and the number of foreign tourists who come. Diving sports make one of the activities that can be used as a means to explore or enjoy the underwater beauty. Marine areas in the tropics make the waters in Indonesia feel warm. This causes many foreign and local tourists to do diving activities. Starting from the eastern to western tip of Indonesia (Papua, NTT, Maluku, Sulawesi, Kalimantan, Bali, Java, Sumatra) has a unique diving potential in each region.

Sport Tourism

Tourism is defined as a journey made many times from one place to another (Suratmin, 2018). Tourism is a process of activities and outcomes in the form of relationships and interactions between tourists, service providers, the government and the surrounding environment involved to bring tourists to tourist attractions (Goeldner & Ritchie, 2013). Sport tourism defined 'leisure-based travel that takes individuals temporarily outside of their home communities to play, watch physical activities or venerate attractions associated with these activities' [H. GIBSON]. Sport Tourism by Spillane (1987:30) is categorized into 2 categories: (1) Big Sport Events are major sporting events such as Olympic games, sky world championships, world boxing championships and other sports that attract attention not only to the sportsman himself but also thousands of spectators or fans. (2) Sporting Tourism of the Practitioners is sports tourism for those who want to practice and practice on their own such as mountaineering, horse riding, fishing, and so on

According to the Law of the Republic of Indonesia No. 3 of 2005 concerning the National Sports System, sports are all aspects related to sports that require regulation, education, training, coaching, development and supervision (article 1 paragraph 1). From this description, it can be explained that sports in Indonesia are all aspects that are interconnected in a planned, systematic, integrated and sustainable way. It is also mentioned that recreational sports are sports that are done by people with passions and abilities that grow and develop in accordance with the conditions and cultural values of the local community for health, fitness and pleasure (article 1 paragraph 12).

Sports and tourism are two disciplines that can be combined so as to have a dual strength and effect for economic growth in Indonesia. Therefore, sports tourism gets great attention from the government, private sector, sports industry, tourism industry, academia and the wider community. Sports tourism development requires superior human resources and reliability in designing a variety of sports activities so that it becomes a tourist attraction that is worth selling because it has economic value and brings benefits to a country or region. The development of sports tourism in Indonesia is currently in demand so it must consider the supply that must be available at a time when demand or demand is increasing. In Indonesia, many diving activities are sports diving for the benefit of health and marine tourism.

Scuba Diving

Interest in the underwater world has always existed. Driven by curiosity, exploring new science and the need for food, people have done scuba diving for a long time (Graver DK. 2016). The beginning of diving can be traced back to 1825. At that time, William H. James from England invented the first open breathing apparatus system (SCUBA) with an open system. Later, a closed circuit oxygen rebreather system in 1878 has developed by Henry Fleuss and Robert Davis. This system eliminated the air hose that had previously tethered divers and restricted their movement. This system has a very useful function that is used by the military because it does not emit air bubbles (Graver DK. 2016). In many countries, industries that are quite developed one of them is scuba diving (Davis D. 1995). Examination data from The Professional Association of Dive Instructors (PADI) gives indication that increasing dive activity and certified diver (Davis D. 1995). Diving is a recreational activity at sea that was quite popular among military people

in 1960. Today, the world's business on diving tourism represents a growing multi-billion dollar industry (Gregory, S. F., & Dimmock, K. 2019, Edney. 2017). The increasing demand for and interest in being active in natural environments has encouraged entrepreneurs to venture into providing scuba diving tourism businesses, especially in light of the potential economic reward (Dimmock. 2013). Locations with attractive and high quality marine resources may wish to offer scuba diving and create greater diversity in the provision of tourism products and services in the area. This business open access to new markets, along with building collaborations with other sectors in the tourism industry (Dikou, A and Troumbis, A. 2006)

From the outset, scuba diving has been equipment intensive, demanding financial resources to establish a retail dive center. There is need for a compressor and air tank, an equipment inventory for sale and hire and adequate marine craft and motor vehicles to transport divers to the dive sites. Scuba diving tourism managers today must work with international training standards and apply briefings and video shows to highlight the marine life in the area.

Customer satisfaction with standards of service quality is important for both scuba divers and dive tourism operators. Operators need to create positive awareness of their business operations, while divers need to ensure the holiday provides value for money (ONeil et al. 2000)

The scuba diving industry could be made up of four 'E'. these are (1) Equipment, (2) Education, (3) Experience and (4) Environment. (Dimmock. 2013) The four E outline important areas of responsibility in the industry and the complexity inherent for scuba diving managers.

Conclusion

Indonesia has an underwater beauty that is quite diverse and unique in each region. with the good support of both the local community and the government, it can certainly increase economic growth in the local community through diving tourism. In addition, it is also necessary to manage and maintain the dive tourism area to keep the beauty of the underwater nature maintained and beautiful.

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