The Influence Of Sport Tourism Potential On The Development Of Special Interest Tourism (Lingayan Island, Dampal Utara District, Toli Toli Regency)

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ABSTRACT

This study aims to describe the influence of sport tourism potential on the development of special interest tourism (Lingayan Island, North Dampal District, Tolitoli Regency). The research method used in this study is a quantitative descriptive method using factor analysis techniques. The subjects in this study were 90 people. Data were collected through questionnaires and analyzed using simple linear regression, drawing conclusions. The results of this study indicate, Gender: The majority of respondents were female (55 people), while 35 were male. Although your text states 50 women and 20 men in the explanatory paragraph, Table 1 shows 55 women and 35 men. The percentage diagram also shows the dominance of women (60%), although the percentage of men 20% does not match the number mentioned (35 out of 90 respondents should be around 38.9%). Please check the consistency of this data again. Age: Respondents are dominated by the 17-20 age group (55 people), while the 15-17 age group is 45 people. Region of Origin: The majority of tourists come from Toli-Toli (50 people), while 40 people come from other areas. Your text states 43 people from other areas, which is also inconsistent with Table 3. Please check again. Number of Visits in 1 Year: The most dominant level of visits is more than 3 times (36 people) with a percentage of 38%, followed by 2 times (30 people/33%), 3 times (15 people/19%), and 1 time (10 people/10%).

AUTHORS' CONTRIBUTION

A. Conception and design of the study;
B. Acquisition of data;
C. Analysis and interpretation of data;
D. Manuscript preparation;
E. Obtaining funding

INTRODUCTION

Sports have evolved, and are now included in tourism-related activities. Tourism and sports can be a very profitable business combination. Making sports a primary travel destination is just one of the many benefits that can be gained from combining sports and tourism activities. Maulana et al. (2020)

Tourism is defined as a travel activity by Law No. 10 (2009), Chapter I, Article I, as a person who comes to a certain location to have fun, develop themselves, or research the typical tourist attractions that are seen in a short time. According to Spillane in Sugiarto et al. (2017), Tourism for sports can be divided into two categories, namely: (1) Big Sports Event, tourism

carried out because of big sporting events such as the Olympic Games, World Cup, and others. (2) Sporting Tourism of the Practitioner, namely sports tourism for those who want to train and practice themselves, such as mountain climbing, horse riding, and so on. Indonesia is an archipelago that has a very large territory and a diversity of ethnic groups and cultures.

Indonesia has a lot of tourism potential that is very potential to be developed. The world of tourism can now be seen to grow rapidly from year to year and become one of the non-oil and gas income sources, so there needs to be very serious attention paid to the management of this sector. Culture and natural beauty are valuable assets that have been able to attract domestic and foreign tourists to come and visit to enjoy the natural beauty or to learn about the diversity of Indonesian culture.

Sport Tourism is a tourism and sports activity. Sports in tourism are not only for, but also intended for all groups, from communities to amateurs. Tourism and sports are two sciences that can be combined so that they have a double power and effect on economic growth in Indonesia. Therefore, tourism and sports (Sport Tourism), Elviani et al. (2023)

Sport Tourism is a comprehensive tourism activity concept of physical activity, or can be defined as a regional tourism promotion strategy. With the presence of large-scale sports events, tourist attractions that are expected to be used as sports venues will also be increasingly popularised 2 making the wheels of the economy around the tourist area turn. Lingayan Island or also called Lingayan Island, is the outermost island of Indonesia located in the Sulawesi Sea and borders Malaysia. This island is located in the administrative area of Ogotua, North Dampal, Tolitoli Regency, Central Sulawesi Province. This island has a complex ecosystem ranging from rocky coastal ecosystems, sandy beaches, coral reefs, mangroves, to seagrass beds. Lingayan Island is one of the 3 outermost islands in the Central Sulawesi province. The area of Lingayan Island is 200 km2. Lingayan Island can be reached by land through Palu City to Ogotua Village, North Dampal District. Travel time is approximately 6 hours. One of the marine potentials owned by Lingayan Island is the coral reef ecosystem spread around the island's waters and the economic potential in capture fisheries, copra processing and seaweed cultivation.

On March 2, 2017, President Joko Widodo designated Lingayan Island, along with 110 other small islands, as islands with the status of outermost small islands. The provision is stated in Presidential Decree Number 6 of 2017 concerning the Determination of Outermost Small Islands. Therefore, this study aims to determine whether the potential for sport tourism affects the development of special interest tourism on Lingayan Island, North Dampal District.

METHODS

The method used in this study is descriptive with a quantitative approach. The data analysis technique used is factor analysis. According toSari et al. (2018), the process of factor analysis is to find the relationship between variables that are independent of each other, and in the end, can be made into one or more sets of variables that are fewer than the initial number. In this study, the author uses a linear regression approach. Linear regression is a statistical tool used to determine between one or more variables against one independent variable.

This research was conducted in Toli Toli Regency, precisely on Lingayan Island, North Dampal District, Toli Toli Regency. In this study, the population was tourists who came to visit the island. Population is a generalization area consisting of objects that have certain qualities and characteristics determined by researchers, and conclusions are The Greatest Showman (2018). Sample selection in this study used an accidental sampling technique. The Greatest Showman (2016) explains that a sample is part of the number and characteristics possessed by the population.

Research variables are symptoms that vary and become objects or research studies. The concept of research variables is used as a basis and guide in organising data. The variables studied in this study include two things, namely Special Interest Tourism as an independent variable and Artificial Tourism Potential Sport Tourism as a dependent variable.

In principle, this research activity involves a measurement process, so an appropriate and reliable measuring instrument is needed. The measuring instrument in the context of research is known as a research instrument. The research instrument used for data collection in this study is to use a questionnaire containing questions that attempt to identify the influence of Sport Tourism potential on the development of special interest tourism (Lingayan Island, North Dampal District, Tolitoli Regency).

RESULTS AND DISCUSSION

The research data was obtained directly from the results of distributing questionnaires to research objects that met the research criteria of 90 respondents. The research location in this study, which is often visited by tourists, is a tourist destination on Lingayan Island, North Dampal District, Toli-Toli Regency. The research results were obtained based on the characteristics of the respondents. The characteristics of the respondents who were in the sample in this study were 90 respondents. The following is a description of the characteristics of the respondents, including the following:

Respondent Characteristics by Gender

Based on gender, respondents in this study can be grouped into 2, namely male and female. Data on respondent characteristics based on gender are male, 35 respondents and female, 55 respondents, with a total of 90 respondents. Based on the questionnaire, the respondents of tourists who visited Lingayan Island, Dampal Utara District, Toli-Toli Regency were female, namely 50 people, and male tourist respondents were only 20 people. The following is the percentage of respondents based on gender, which can be seen in the picture below:
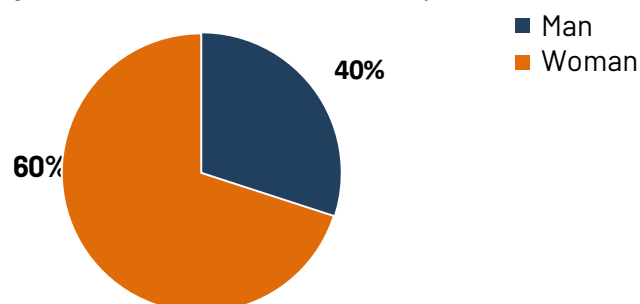
Picture 1
Respondent Gender Diagram

Based on Figure 1, it can be concluded that respondents who visited Lingayan Island, North Dampal District, Toli-Toli Regency were predominantly female, with a percentage of 60%, while male respondents were only 40%.

Respondent Characteristics by Age

Based on Table 4, it can be concluded that the majority of respondents in this study were aged 15-17 years, totalling 45 people, and conversely, respondents with an age range of 17-20 years totalled 55 people. So it can be stated that tourists who often visit Lingayan Island, North Dampal District, Toli-Toli Regency are aged 17-20 years.

Respondent Characteristics by Region

Based on origin, respondents from Toli Toli were dominated by Toli Toli residents, with a total of 50 people, while respondents from other areas who visited numbered 43 people.

Respondent Characteristics Based on Number of Visits in 1 Year

Respondent characteristics of the number of visits within 1 year, with category 1 time totalling 10 people, category 2 times totalling 30 people, category 3 times totalling 15 people and category more than 3 times totalling 36 people.

After seeing the results of the characteristics, this study also conducted a validity test. The validity test is carried out with the aim of measuring a variable, legally or not, from a questionnaire. Validity test is a measuring tool in research conducted on an object being studied based on data obtained from the results of answers to questionnaire questions. The validity test is carried out by comparing the calculated r value with the table r value. It is known that the table r value in the formula = n-k = 100 - 3 = 97 = 0.197 (can be seen in the r-table) with a significance level of 0.05 or 5%. The description is n = number of samples and k = number of independent variables. The results of the questionnaire instrument test are said to be good if the calculated r value> r table. The following are the results of the validity test in this study:

Table 1
Validity Test Results

Variables	Statement	*Person Correlation* (r count)	Rtable	Information
Tourism Image	X1.P1	0.622	0.197	**Valid**
	X1.P2	0.783	0.197	**Valid**
	X1.P3	0.737	0.197	**Valid**
	X1.P4	0.777	0.197	**Valid**
	X1.P5	0.720	0.197	**Valid**
Tourist	X2.P1	0.644	0.197	**Valid**
Attractions	X2.P2	0.740	0.197	**Valid**
(X2)	X2.P3	0.845	0.197	**Valid**
	X2.P4	0.767	0.197	**Valid**
	X2.P5	0.737	0.197	**Valid**
Service (X3)	X3.P1	0.802	0.197	**Valid**
	X3.P2	0.773	0.197	**Valid**
	X3.P3	0.758	0.197	**Valid**
	X3.P4	0.779	0.197	**Valid**
	X3.P5	0.718	0.197	**Valid**

Based on Table 1, it can be concluded that the values obtained from 20 statement items in the questionnaire are declared valid. The results obtained show that the person correlation value (r count) is greater than r table, so that the final results obtained are declared valid.

After the Validity Test, the researcher also conducted a reliability test. The Reliability Test was conducted to determine the consistency of the questionnaire answer results based on the statement items, based on measurements carried out with the SPSS program. The measuring instrument used in this study was Cronbach's alpha. Based on the theory of Ghazali (2013), if the reliability value of the Cronbach's alpha variable is > 0.60, then the reliability results of a variable are stated to be good and vice versa. If the reliability value of the Cronbach's alpha variable < 0.60, then the variable is not reliable. The results of the reliability test obtained in this study are as follows:

Table 2
Reliability Test Results

Variables	Minimum Cronbach's Alpha	Cronbach's Alpha	Information
X1	0.60	0.770	Reliable
X2	0.60	0.800	Reliable
X3	0.60	0.817	Reliable
Y	0.60	0.855	Reliable

In table 2 above, it can be explained that the Cronbach's alpha value of the Culinary Tourism Image variable (X1) is 0.770, the value of the Tourism Attraction variable (X2) is 0.800, the value of the Service variable (X3) is 0.817 and the value of the Return Visit Interest variable (Y) is 0.855 so that it can be concluded that the X and Y variable indicators are stated to be reliable because they meet the Cronbach's alpha value.

After conducting several tests, then ei carried out a multiple linear regression analysis test. Multiple linear regression analysis was conducted to determine how much influence the independent variable (X) has on the dependent variable (Y). In this study, the independent variables are the image of culinary tourism, tourist attractions, and services, while the dependent variable is the intention to revisit. The following are the results of the multiple linear regression analysis of these variables:

Table 3
Multiple Linear Regression Analysis

Variable	Coefficient	Std. Error	t-Statistic	Prob.
	6.096277	1.494299	4.079699	0.0001
CWK_X1	0.201344	0.117082	1.719680	0.0887
DTW_X2	0.265294	0.118289	2.242761	0.0272
PLY_X3	0.303053	0.088571	3.421566	0.0009

Based on Table 3 above, the multiple linear regression equation is as follows:

MBK = a0 + b1CWK + b2DTW + b3PLY + e

Or it can be explained as follows:

MBK = 6.096 + 0.201CWK + 0.265DTW + 0.303PLY + e

Information :

MBK: Interested in Returning

a   : Constant

b   : Regression Coefficient

CWK: Sports Tourism

The following is an explanation of the relationship between dependent variables and independent variables based on Table 3 above, namely:

1. The constant result (a) obtained from the regression model is 6.095. If the coefficient value of the culinary tourism image, tourist attractions, and services is 0, then the coefficient value of the interest in revisiting Lingayan Island is 6.095.

2. The coefficient of the culinary tourism image variable (CWK) is 0.200. This means that the sport tourism variable has a significant effect on the intention to revisit. This is because every additional 1 unit in (CWK) will increase the Y variable of the intention to revisit by 0.20 units, assuming that other variables are considered constant.

3. The coefficient of the tourism attraction development (DTW) variable is 0.260. This means that the tourism attraction variable of tourism development has a significant effect on the intention to revisit. This is because every additional 1 unit in the tourism attraction development (DTW) variable will increase the Y variable of the intention to revisit by 0.25 units, assuming that other variables are considered constant.

Based on Table 3, the researcher obtained the results of the hypothesis, which are divided into 2 tests. According to the T Test (Partial), the sport tourism variable (X1) does not influence the development of interest tourism in Lingayan Island. This can be seen from the results. The significant value is greater than the real level (0.0885 > 0.05), so H0 is accepted and H1 is rejected. This follows the results of research conducted by Elistia & Nurma (2023), which states that food quality does not affect revisit intention caused by consumer dissatisfaction. However, the variable of tourism development attraction (X2) has an effect on revisit intention (Y) with a significance value of 0.0271. The significance value is smaller than the real level (0.0271 <0.05), so H0 is rejected and H1 is accepted. Furthermore, in the F Test (simultaneous, it can be seen that the f-count value> f-table (42.343> 2.695) and the probability value of f-count is smaller than 0.05 (0.000000 <0.05) then it can be concluded that the variables Sport Tourism, tourist attraction (X2) and development (X3) simultaneously have a positive and significant effect on the variable of visiting interest (Y) Utami et al. (2022). This is also following research from Kawatu et al. (2020), which states that the tourist attraction variable has a significant effect on the intention to revisit Bukit Kasih Kanonang, North Sulawesi. Research also shows that the tourist attraction variable directly affects the intention to revisit, with a value obtained of 76.9% and the rest is influenced by variables outside the model, where it is explained that the uniqueness of a tourist attraction can affect the interest in visiting, especially if the tourist attraction has a unique attraction.

CONCLUSION

Based on the results of multiple linear regression analysis, it can be concluded that the sport tourism variable does not have a significant effect on tourists' interest in returning to Lingayan Island. This is evidenced by the significance value exceeding 0.05 and the t-count value, which is smaller than the t-table value. On the other hand, tourist attractions show a

significant effect, where the higher the attraction of a destination, the greater the chance of a repeat visit. In addition, simultaneously, the variables of culinary tourism image, tourist attractions, and services provide a positive and significant contribution to the interest in returning, with a coefficient of determination of 55.94%. This shows that these three variables are able to explain most of the variation in tourists' repeat visit interest. Tourism business actors, especially in the culinary sector of Lingayan Island, are advised to optimise promotional strategies that highlight the uniqueness of local cuisine through digital and conventional media that follow tourist preferences. Innovation in menus, presentation, and dining concepts is also important to create an interesting culinary experience. On the other hand, synergy between tourism managers, MSME actors, and local governments needs to be improved through sustainable culinary programs or festivals. The suggestion for further researchers is to expand the scope of the study by considering other factors outside the model, such as the role of government, community participation, and environmental impacts. This study is expected to be an initial reference for similar studies in the future.

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