

The Unique Natural Water Tourism of Oi Marai, Regency Bima, for Sports Tourism Development

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The Unique Natural Water Tourism of Oi Marai, Regency Bima, for Sports Tourism Development

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The rapid development of tourism in Bali, Lombok and Labuan Bajo has forced Bima Regency to find strategic tourism destinations to catch up with its neighbours. It is common knowledge that remote areas in Eastern Indonesia are very dependent on the tourism sector for encouraging economic development and creating jobs. The purpose of this study is to analyse the unique nature tourism of Oi Marai Waterfall for the development of sports tourism. The research method is descriptive qualitative, using a field observation approach and a series of in-depth interviews with relevant stakeholders. The results showed that the uniqueness of natural tourism in Bima Regency consisted of the unique nature tourism of Oi Marai Waterfall. The waterfall consists of seven different waterfalls and water discharges, and throughout the year the water remains flowing, never dries up or lacks water discharge even through the dry season along the river. Its uniqueness can be developed for sports tourism, such as waterfall tracking, flying fox and river tubing, as a strategic development to leapfrog tourism stagnation in Bima and compete with other regions.

Key words: *The uniqueness of Oi Marai Waterfall, Development, Sports Tourism.*

Introduction

Bima Regency has a unique tourism area that can be developed into sports tourism (Honari, Goudarzi, Heidari & Emami, 2010). Tourism is an ever-increasing industry recognised as a factor affecting regional economic and social development in developing countries (Oka A Yoeti, 2008). The development of an area can be carried out well if the development of tourism can be properly arranged based on the potential of an area.



Indonesia's tourism sector is considered ready to face the ASEAN Economic Community (AEC) because Indonesia has unique and diverse tourism potential (Sabon, Tommy, Perdana, Citra & Koropit, 2018). Tourism can be distinguished based on the types of objects offered, such as; (a) cultural tourism; (b) health tourism (recuperative tourism); (c) commercial tourism; (d) political tourism; (e) social tourism; (f) religious tourism; and (g) sports tourism (Oka A Yoeti, 1996). The development of sports tourism based on the uniqueness of nature involves the integration of two disciplines, supplying the power and multiple effects for economic growth in Indonesia in general (Suratmin, 2018).

The development of sports tourism is currently receiving great attention from the government, private sector, the sports industry, the tourism industry, academics and the wider community. Law No.10 Year 2009 CHAPTER IV article 7, states the development of tourism can be realised from four components including; (a) tourism industry; (b) tourism destinations; (c) tourism marketing; and (d) tourism institutions. Oka A Yoeti (2008) suggests that each country develops tourism as an industry in their respective countries.

Sports tourism which emphasises the uniqueness of nature has been recognised as the biggest industry of the century, seen from various indicators such as the contribution to world income and employment (Edwards, 2013). Sports Tourism Development has demonstrated efficacy in building local skills, knowledge and resources, in enhancing social cohesion, in facilitating structures and mechanisms for community dialogue and in leadership development and encouraging community participation (Astuti & Any Ariani Noor, 2019). Potential natural tourism strategies can be implemented to meet the minimum criteria of the sports tourism component. Sports tourism is very dynamic and strongly influenced by economic, political, social, environmental and technological developments.

The uniqueness of nature is a form of natural wealth owned by the region, which is developed into sports tourism (Ningsih, 2014). The main factor for the strength of natural tourism is the high potential of natural tourism in terms of its landscape, flora, fauna and natural scenery. Sports tourism is commonly known as a recreational park that provides a place and various types of facilities to provide physical and spiritual invigoration, that contain elements of entertainment, education and culture as its main business in a certain area, which can also be equipped with food and beverage services and accommodation. Sports tourism is a synergy of phenomena that is more than a simple combination of sport and tourism (Weed, M. E. and Bull, 2004).

The District Government of Bima maximally arranges, manages and controls the unique nature of the region (Shipway, 2012). Comprehensive policy on the development of sports tourism explores the scope and diversity of relationships between sports and tourism, which focuses on the manifestation of space and time.



The rapid development of tourism in Bali - Lombok and Labuan Bajo has forced Bima Regency to find strategic tourism destinations to catch up with its neighbours. It is common knowledge that remote areas in Eastern Indonesia are very dependent on the tourism sector for encouraging economic development and the creation of jobs. Bima Regency is an area that has unique natural resources which have potential for development in sports tourism. The uniqueness of Bima Regency's natural tourism potential is to be studied and developed as sports tourism in the form of nature tourism at Oi Marai Tambora Waterfall, which has a strategic tourism area, *katrena* natural tourism; Oi Marai Tambora Waterfall is included in the Tambora National Park. Williams and Shaw (2009) say changes in land use for tourism and recreation have been driven by socio-demographic shifts, increased time and disposable incomes, technological changes, and the development of transportation through government policy systems. Danny Woo-Sik Choi (2016) suggests that in order to increase the number of international sports tourists the most important thing is to introduce the unique tourism that is owned by the region. Sports Tourism Development requires superior and reliable human resources in designing various sports activities so that it becomes a tourist attraction that is worth selling, having economic value and bringing regional profit. Kamble and Bouchon (2014) name tourism as a development sector, which the government tries to coordinate planning for with national development goals, while Kantola, Uusitalo, Nivala and Tuulentie, (2018), concur that local governments have an adequate understanding of what tourists like or need and understand how the interests of local communities can be integrated into tourism planning. Policy makers must also understand that sports tourism will always have both positive and negative impacts on the local community.

The government wants to establish an area as a potential destination for sports tourism; therefore, it should be well-planned, considering the positive and negative impacts on local communities. Besides the role of the government that must be maximised for the development of tourism in Bima Regency, however, there needs to be awareness of the people of Bima Regency in preserving the potential of natural resources in Bima Regency for tourism development. Ihsan and Soegiyanto (2015) recognise that the participation of the people of Bima Regency in the development of tourism is low, due to the low level of education and knowledge about tourism. There needs to be synergy between the government and the people of Bima Regency to develop tourism, especially sports tourism. Bagri and Kala (2016) show that the community must understand the extent of the impact of tourism in the area which is related to the economic, social and environmental dimensions. Therefore, the purpose of this study is to analyse the potential for unique nature tourism at Oi Marai Waterfall in Bima Regency for the development of sports tourism.



Methods

¹ This research uses a qualitative analytical research method. Qualitative research means the process of exploring and understanding the meaning of individual and group behaviour, describing social or humanitarian problems (Creswell, 2010). This research will describe and analyse the unique nature of the Oi Marai Waterfall in the Bima Regency for the development of sports tourism.

¹ Data collection uses several methods, namely interviews and observations. Qualitative research methods that are usually utilised are interviews and observations (Moeloeng, 2018). The types of data in this study are primary data and secondary data. Primary data were obtained in the form of verbal words or speech and the behaviour of informant subjects in relation to the unique nature tourism of Oi marai Waterfall in Bima Regency for the development of sports tourism. The data includes observations, interviews with informants (government agencies, community leaders, tourism businesses and academics). Secondary data were obtained from documents, photographs and objects used as a complement to primary data.

The data analysis technique used in this research is descriptive qualitative analysis. In the context of this research, an interactive qualitative analysis process uses an analysis model developed by Miles and Huberman (2007). This analysis consists of four components that run simultaneously and interact with each other, namely data collection, data reduction, data presentation and drawing conclusions.

Discussion and Analysis

The Mount Tambora Geopark area has as a natural tourist attraction to be developed as sports tourism the natural attraction of Oi Marai Waterfall, located in Kawinda Toi Village. The natural tourist destination of Oi Marai Waterfall is newly developed as a Bima Regency tourist destination, so it has not yet been noticed by the Bima Regency government. Besides this, the newly developed destination Kawinda Toi Village Tambora District is a village located at the westernmost tip of Bima Regency, with a distance from the district city of approximately 82 km, so that the attention of the Bima Regency government is still lacking.

However, after the Governor of West Nusa Tenggara Province (NTB) determined the tourism villages in NTB, one of which was Kawinda Toi Village, the Bima Regency government had begun to improve access roads to the Oi Marai Waterfall tourist destination. This was conveyed by the Head of the Public Works Department of Bina Marga and The Bima Regency People's Housing, when interviewed, "that improvement of road access to the Oi Marai waterfall tourist destination will begin repairing soon". Kawinda Toi Village, which



was made a Tourism Village by the Governor of NTB, through the Village Head and Chairperson of Pokdarwis Oi Marai, has committed to researchers to becoming a sport tourism village. In an interview with Bima Marga Head of Public Works and Public Housing Office Bima Regency it was said, "but even access to the road is very important in the development of sports tourism, because it is one of the supporting and liaison tourist to visit existing tourist destinations. The access road to the Oi Marai waterfall tourist destination is quite supportive, even though the road has not been fully paved and the road to the Oi Marai waterfall tour is still a dirt and gravel road, so tourists are less comfortable on the way to the destination".

The results of the interview are supported by the results of field observations by researchers at the Oi Marai waterfall tourism destination Kawinda Toi Village, Tambora District, finding that the access road to Oi Marai waterfall tourism still does not seem to support the access to connect tourist destinations, because the road access is still a gravel dirt road, and to enter the tourist destination Oi Marai waterfall people must pass through a large river, using vehicles such as motorbikes or cars.

Oi Marai Waterfall is located at the foot of Mount Tambora, which has a very perfect and enchanting beauty. In an interview with researchers, the Chairperson of Pokdarwis Kawinda Toi said, "the highest height of the Oi Marai Waterfall is estimated to reach fifteen meters, has a very large water flow and below it flows river water to the residential community of Kawinda Toi Village. Oi Marai Waterfall has its own uniqueness by having seven waterfall rides that can be enjoyed by tourists who visit, by having a different height and water discharge, swift river water flow so that tourists can enjoy water sports tourism".

In line with the interview with the Chairperson of Pokdarwis, the Chief of Kawinda Toi Village said, when interviewed by researchers, "Oi Marai Waterfall is surrounded by hills, on the left and right sides filled with shady trees, so that even in the dry season visitors will always feel cool. The top of the waterfall enters protected and conservation forest areas; its beauty is more perfect because the structure of the waterfall is adorned with cliffs and rocks that add charm to anyone who watches. In addition to its amazing charm, Oi Marai Waterfall also has a uniqueness with the water flowing throughout the year, never dry and less water discharge even during the dry season".

The Tambora National Park Geopark area is quite far from the Capital City of Bima Regency. The distance from urban areas to the Tambora National Park Geopark area approximately 82 kilometres, takes between five and six hours drive, so tourists who will visit the Geopark National Park Tambora will at least stay around the tourist area. Oi Marai waterfall has begun to be developed for sports tourism, with the inclusion of flying fox tourism activities and river tubing. From the results of interviews, observations and documentation in this study, by

looking at **the** unique **natural** attractions **of** Oi Marai Waterfall and rivers that are swift enough so that the natural attractions of Oi Marai Waterfall can be developed as a waterfall tracking tourist activity along with seven waterfall rides, flying fox under the view of Oi Marai Waterfall, and river tubing on the Oi Marai river, as shown in Figure 1 below, can be a strategic development to leapfrog tourist stagnation in Bima and so that it can compete with other regions.

Figure 1. Development of Sports Tourism in Oi Marai Waterfall



Sports tourism development planning seen from the uniqueness of nature that can be used is a legitimate form, and requires some careful assessment of the needs of the tourist destination as a whole now and in the future. Irma Afia Salma and Indah Susilowati (2004) point out the tendency of the development of the world of tourism which began to abandon the concept of mass tourism and lead to the concept of natural tourism. In natural tourism, the authenticity of the potential of natural wealth and the participation of local communities is needed, because by having the potential for abundant natural wealth, it will have a very important role for the development of tourism, especially natural tourism.

The development of the uniqueness of nature as sports tourism must pay attention to the principle of conservation, the quality of the resources owned, and also the evaluation of the destination environment, as well as be coupled with efforts to empower people and develop a



people's economy. Hermawan (2014) says the development of the potential of natural tourist attractions, as well as the potential of the existing flora, needs to be developed into beautiful, unique and authentic tourist attractions by structuring them in accordance with the uniqueness of nature, which will become the first impression and icon of its tourism.

Gugun Gunardi (2010) states the main purpose of tourism development is so that more tourists come to a tourist area, stay longer, and spend more money at the tourist attractions they visit, so as to increase foreign exchange for the country for foreign tourists, and increase income in the native area for local tourists. Besides this, it also aims to introduce and maintain culture in the tourism area. The purpose of the development of sports tourism itself is to conserve the strengths and uniqueness of natural resources, harmony and environmental insight, the creation of employment opportunities for local communities, the development of a people's economy, and to drive an increase in local people's income. According to Baldigara and Mamula (2012), tourism is often cited as the main driver of economic development.

Besides striving for the development of sustainable tourism between attractions in the highlands and the lowlands, attention needs to be paid to the conditions, characteristics, and uniqueness of attractions that exist in the entire District of Bima for the development of sports tourism. Joeastanti (2012), clarifies that the development of unique nature tourism needs to interpret the philosophy of what and how that relates to the elements of originality, authenticity, scarcity and uniqueness of nature, which will be very important for fulfilling the development of tourist expectations in the future.

In order to understand the uniqueness of natural tourism as a tourist attraction, and to find that out in the field, an inventory needs to be carried out on the various elements of the area, such as:

- 1) Geologically distinct natural formations such as hills, plains, valleys, rivers, caves, beaches, and so on.
- 2) Weather and air circulation.
- 3) Order of water below, above, and on the surface of the earth.
- 4) Plants that form natural forests or built forests on land or in water.
- 5) Wild animals that still live naturally both on land, in water, and in the air, including domestic animals that are allowed to live freely in the field (Soewarno Darsoprajitno, 2013).

The development of the uniqueness of natural tourism as sports tourism must pay attention to the principle of conservation, the quality of resources owned, and also the evaluation of the destination environment, as well as be coupled with efforts to empower people and develop a



people's economy. Hemas Prabawati Jakti Putri and Asnawi Manaf, (2013) elucidate further, being that because the characteristics of tourism can reduce poverty, namely the tourists who come to the destination will open opportunities for local residents to market various commodities and services, and open up opportunities for solid economic businesses in both small and medium scale works.

The purpose of the development of sports tourism itself is to conserve the strengths and uniqueness of natural resources, harmony and environmental insight, the creation of employment opportunities for local communities, for the development of a people's economy, and to stimulate an increase⁴ in local people's income. According to Irma Afia Salma and Indah Susilowati (2004), tourism is one of the industries that is able to provide rapid economic growth in terms of providing employment, income, living costs, and in activating other production sectors in tourist-receiving countries, which reasons striving for the development of sustainable tourism between attractions in the highlands and the lowlands by looking at the conditions, characteristics, and uniqueness of tourist objects for the development of sports tourism.

The development strategy created must be in line, and synergise with, existing strategic planning, such as the Bima Regency Tourism Office Strategic Plan and the Regional Tourism Development Master Plan, as well as other policies related to sports tourism development planning, including regional, national and international policies. Kantola et al. (2018) say that local Governments have an adequate understanding of what tourists like or need and understand how local community interests can be integrated into tourism planning. Destari (2017) suggests that tourism is one of the regional industries that must be developed because it has a very important role in supporting national development, as well as being one of the most strategic factors for increasing people's income and the country's foreign exchange.

The development of tourism is one way to advance the economy in areas that are less developed due to lack of natural resources. Sports tourism is currently receiving great attention from the government, private sector, the sports industry, the tourism industry, academics and the wider community. Furthermore, Dinata (2015) says that the tourism sector is a sector that can support regional economic growth if managed properly by government and tourism industry groups, as it will reduce the region's dependence on the exploitation of natural resources.

Tourism development⁵ will have a positive impact on the tourism industry. What is meant by the tourism industry is a series of companies that are separated from each other, varying in scale, function, location and form of organisation, but have an integrated functional link in producing various goods or services for the benefit tourist needs in travel and other needs (Soewarno Darsoprajitno, 2013).



Conclusion

The uniqueness of Oi Marai Waterfall is seen in its seven different waterfalls and water discharges, which throughout the year continue to flow, never dry up or lack water discharge, even throughout the dry season along the river, reasoning that this uniqueness can be developed as sports tourism with activities such as waterfall tracking, flying fox and river tubing, which will act as a strategic development to jump over the stagnation of tourism in Bima and thus compete with other regions.



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