

PRODUCT DIVERSIFICATIONS OF MARINE AND COASTAL-BASED SPORT TOURISM IN THE WATERFRONT

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Abstract

Tourism plays a role in the use of waterfront areas with new uses such as marine sport tourism. Marine sport tourism is one of the fastest emerging sectors that continue to develop (Oram 1999). It refers to marine and coastal-based sports presented as tourist attractions around the waterfront. It can be defined as the attractions providing tourists with marine and coastal-based activities as their principal focus. Such attractions can occur in a diversity of settings. The nature and significance of both marine sports and waterfronts are integrated for commercial activities. There are many marine-base sports that have become universally popular as tourist attraction on waterfronts. They are dependent on certain types of coastal environment or condition including surfing, windsurfing, fishing, scuba-diving, snorkeling, water-skiing and sailing and parasailing. Each of these activities has millions of regular participants. Tourism communities realize the value of marine sports attached to waterfront and marine sport events continue to grow in size and number. A number of benefits can be realized by communities of all sizes that have developed a strategic marine sports tourism plan such as 1) economic development for the city with increased benefits to host community and to the city in general; 2) marine sports system development by hosting events that are strategically planned leading to increased capacity within the city's marine sport system; 3) social and community development with trained volunteers increases community pride and the opportunity to enrich facility infrastructure. The community needs to be well equipped with a high standard of knowledge, skills and attitude to be employed in marine sports tourism sectors.

Key words : product diversification, marine and coastal-based sport tourism, waterfront

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1. Introduction

The globalization of markets and industries has fundamentally changed the competitive conditions in the sport tourism events. Sport tourism event globalization has influenced product diversification strategies of marine and coastal-based sport tourism issues to overlook in both the strategic management and international sport tourism industries. This paper develops a theoretical framework to understand how product diversification of marine and coastal-based sport tourism industry may influence the globalization and its degree of development and scope of its international promotional market. Marine and coastal-based sport tourism refers to marine and coastal-based sports presented as tourist attractions. This paper highlights a product diversification of marine and coastal-based sport tourism especially in the waterfront. Development and the future trends of such kinds of sport tourism have been growing rapidly in Indonesia for few last years. It can be seen through the annual event of International Festival of Youth and Marine Sport (*Festival Internasional Pemuda dan Olahraga Bahari*) sponsored by the Youth and Sport Ministry of Indonesia where marine sport tourism will always be the main event. This study enhances knowledge and understanding on how marine and coastal-based sport tourism in the waterfront as sports industry gives economic benefits to the regional development. This opens a wide opportunity to expand the roles of tourism for marine and coastal-based sports in the waterfront. This paper will provide communities with an awareness of the diversity of marine and water-based sport tourism as a leisure activity and at the same time introduce a wide range of marine sports tourism development within a marine sporting context and within a tourism context in the waterfront. It will develop an understanding of the opportunities and demands for both marine sports tourism and the responses of both marine sport and tourism providers.

2. Objectives

The purpose of this study are :

1. To introduce community to the nature and significance of both sport science and tourism that can be integrated to become a variety of marine and coastal-based sport tourism both for leisure and commercial purposes.
2. To identify potentials and opportunities of product diversification of marine and coastal-based sport tourism in the waterfront.
3. To increase the contribution of marine and coastal-based sport tourism events to local community and economy.
4. To enhance and strengthen the roles of marine and coastal-based tourism in the sport industry development.
5. To enhance the integration of two theoretical backgrounds on the concept of tourism and sport on the waterfront urban setting and tourist destination.

3. Waterfront

In spite of debates concerning waterfront development in the city planning literature, few clear definitions of waterfront exist. Few scholars have defined waterfronts precisely. Waterfront is defined as the bay, canal, lake, pond and river including man-made. It is in the area of a city, such as a harbor or dockyard, alongside a body of water. It is also a developed area that is densely populated and is being used for, or has been used for urban residential, recreational, commercial, shipping or industrial purposes (Breen and Rigby 1996; Goodwin 2008; CZMA sec.306A (a) (2); <http://wordnetweb.princeton.edu/perl/webwn>). The multiple uses of waterfront have affected numbers of people who are recognizing that their waterfronts can bring new life and image to their communities.

The waterfront development has multiple uses by creating new economic activity, redeveloping historic areas, restoring and protecting natural resources and improving waterfront recreation including sport tourism. Chang *et al* (2004) highlight reasons for Singapore waterfront developments are undertaken. It is for attracting tourists and

positioning the city as a global hub, while providing leisure sites for locals. Core waterfront development objectives have been traced in the literature. Wrenn (1983) and Craig-Smith and Fagence (1995) draw attention to various motivations for waterfront development, such as to:

1. achieve public access to the waterfront;
2. improve the image of neglected waterfront areas;
3. achieve economic regeneration by breathing new life into such areas;
4. open the city to the sea for people and leisure uses;
5. preserve historic buildings;
6. create a waterfront residential community;
7. increase city visitors and attendant facilities and accommodations;
8. strengthen the city's economic base, attract private investment, increase employment and increase municipal revenues.

McGovern (2008) points out that the waterfront in Philadelphia is situated at the edge of the central city and adjacent to a refurbished historic district and serves as a centre of commerce, tourism and recreation. Waterfronts have unique characteristics and, therefore, provide special opportunities for urban development. Specific element of the waterfront is its nature which encourages the vision for it provides unique characteristics for urban development (Malone, 1996). Waterfront development is explained that it has been an investment in a time that gives the expansion of finance capital and global economy (Amin and Thrift, 1992). Waterfront as an important part for marine and coastal-based sport tourism requires an acknowledgement that the sport and tourism development program should be prepared in accordance with ongoing physical, social and economic changes:

4. Sport Tourism

Sport tourism has been defined as "all forms of active and passive involvement in sport activity, participated in casually or in an organized way for noncommercial or business/commercial reasons, that necessitate travel away from home and work locality" (Standeven and DeKnop, 1999:2). The demand for sport tourism throughout the world has risen in recent years primarily because of a greater emphasis on health and fitness and the increased use of sport events by cities in order to attract sport tourists. Sport tourists are individuals who participate in sport activities while on holiday and can be divided into three categories: 1) event participants, whose number one purpose in traveling is to take part in an organized sport event; 2) event spectators, whose main purpose is to watch an organized sport event; and 3) sport lovers, who travel in order to take part in 'self-organized' sports (Herstein and Jaffe, 2008). The Travel Industry Association of America (2003) estimated that in a year's time, over 50 million adults in the United States traveled 50 miles or more to attend organized sport events, competitions, or tournaments as either spectators or participants (Daniels et al., 2004:181). Such approach enhances mindset in increasing the marine sports to be a tourist attraction. Good management and development of marine and coastal-based sport tourism could made a significant contribution to both tourism and sport development for in the region. The study of marine and coastal-based sport tourism in this study focuses on the product development and diversification of wide ranges of marine and coastal-based sport tourism issues on the waterfront. It also purposes the local community acceptance which refers to the ideas and opinions to develop and desiged marine and coastal-based sport as both recreational and commercial activities in the waterfront. As tourist attractions, marine and coastal-based sport tourism can be included in the calendar of events in which they may attract tourists visiting the regions as it offers multiple opportunities for increasing marketing strategies including product diversification in the city as tourist destination. To implement such concept, a well planned and integrated approach implemented by stakeholders is urgently required to

meet the need for high standards facilities and services available for tourists. The supply of opportunities for marine and coastal-based sport in the waterfront is designed as tourist attractions can be categorized as marine and coastal-based activities referring to natural, cultural and social attractions and special events.

5. How marine and coastal-based sport relates to tourism

It is an attempt to put together a study on marine and coastal-based sport and tourism which selects waterfront as important based on their given geographical settings and special characteristics. This study highlights the urgent need to study marine and coastal-based sports in a tourism context since the demand for marine and coastal based sport is growing. Marine and coastal-based sports tourism is one of the fastest emerging sectors that continue to develop. Communities are realizing the value of interacting with both the marine and coastal-based sport and tourism industries as multi sport events and tourism conferences that continue to grow. The benefits of well developed strategic marine and coastal-based sport tourism include: 1) Economic development for the city with increased benefits to host community and to the city in general as tourist destination; 2) Marine and coastal-based sport system development by hosting events that are strategically planned leading to increased capacity within the city's marine sport system; 3) Social and community development with trained volunteers increases community pride and the opportunity to enrich facility infrastructure. Economic development: increasing economic development to the host community and to region as tourist destination.

6. Diversification of Marine and Coastal-based Sport Tourism in the waterfront

At the commencement of the twenty-first century, a wide range of niche tourism, sport, leisure, and recreation experiences provide tourists, sportspersons, people at leisure, and recreationalists with substantial choices for how to spend their nonworktime (Jennings 2007:1). Marine and coastal-based sport tourism experiences provide a range of choices. To add to the diversity of such sport recreational tourism can be undertaken in various environments including waterfront environments. Diversity of such activities refers to various roles for engaging in these experiences. People can be participants, spectators, referees, coaches, service providers, organization and association officials or volunteers. According to Jennings (2007), in contemporary times, the nature of participation in niche tourism, sport, leisure, and recreation is influenced by a number of factors, such as time, finances, family life cycle, and participants' perceptions of skill, risk, novelty, adventure, and challenge. Marine and coastal-based sport tourism has become universally popular for tourist attractions. They are dependent on certain types of waterfront environment and condition and each of these activities has millions of regular participants. It has both competitive and recreational aspects in the waterfront setting where a professional sporting competition is developed. In addition, each of these sports has developed an image or series of images and could be termed a city waterfront culture.

The waterfront city as tourist destination, as a tourism product and as recreational space has significantly contributed to development of marine and coastal-based sport tourism. This looks at the marketing potential value of water-based sport tourism through the notion of the spirit of environmental setting. Such sport tourism is dedicated to the geographical factors; the waterfront setting and its potential as a tourist attraction combined with its importance as a leisure and recreational functions. This also portrays the crucial role of marine and coastal-based sport tourism on the waterfront on the socio-economic development of the region.

Examples include surfing, windsurfing, fishing, scuba diving, snorkeling, water-skiing and sailing, cruising, motorized, fishing and big-game fishing, whitewater rafting, kayaking, and one-day boating adventures. Each of these activities has millions of regular participants. Water-based sports reflect the lifestyle that has developed around the activity of marine and coastal-based sport tourism. Thus, such recreational sports

or activities as tourist attraction have an influence that extends far beyond an enthusiasm for the activity itself. For many participants, and even for non-participants, the image and lifestyle associated with the marine and coastal-based sport activities in the waterfront are attractive for tourism development. Recognition of the community development potential of sport tourism has resulted in heightened interest in demonstrating the economic impact of sport events (Doshi et al. 2001). Jennings (2007) traced different form of marine and coastal-based sports for tourism attraction that can be developed in terms sport leisure or recreational activities such as :

6.1. Scuba diving, snorkeling and free diving

Scuba diving, snorkeling, and free diving are three water-based experiences that access the marine environment using different approaches, equipment, and techniques. Snorkeling and free diving use less equipment, as they only require the assistance of a mask to see clearly underwater, a snorkel to breathe on the water surface, and fins to enable propulsion. Free divers might use a small amount of weight to assist descent. Snorkelers primarily swim on the water surface facedown, searching and discovering the marine world below. Free diving is sometimes described as "breath-hold diving" and was traditionally called "skin diving" (Cherry in Jennings 2007). It involves taking a breath before plunging below to swim immersed for a short time in the underwater realm. With practice, free divers develop the ability to remain submerged for some minutes before needing to surface for air (Dimmock in Jennings 2007:129).

Diving is a famous and commercial marine and coastal based sport tourism in North Sulawesi that has growing rapidly for the last few years. Diving offers a wide range opportunity to explore magnificent coral gardens of Bunaken Marine Park and Bangka Strait to the walls of fishes and underwater volcanoes of the Sangihe Islands to the unusual and rarely seen critters of Lembeh Strait. The coral reefs which ring the islands of Bunaken are among the most spectacular in Indonesia and have been rated by internationally experienced divers with some of the great reefs of the world. Snorkeling one interesting sport to experience beautiful corals and an abundance of small, colorful reef fish. The islands in North Sulawesi are both beautiful and dramatic due to the combination of its exotic beaches. With an abundance of colourful marine life, warm waters and easy access, the islands are ideal for snorkeling.

6.2. Sailing and boating

One of the traditional forms of water-based experiences is boating. Historically, the use of boats for transportation, exploration, trade, and warfare predates boating as a recognized tourism, sport, leisure, and recreation experience. Over time, however, societal, cultural, political, and economic changes as well as technological developments have provided both the opportunity and impetus for the development of a wide variety of water-based experiences associated with boats. These experiences range from sailboating to motorboating in all their various forms. In addition, there has been growth in a number of boating-related experiences (Jennings 2007). This emphasizes the multiplicity of sailing-related tourism, sport, leisure, and recreation experiences in which tourists, sports persons, people at leisure, and recreationists may engage.

6.3. Sailing and Cruising

Sailing as an activity may be undertaken in a variety of physical locations; over varying time periods; for different reasons; with differing participant skill levels; by various numbers of participants; via formal or informal organizational structures; and using differing vessel designs or constructions, and materials drawn from a wide array of technology and corresponding levels of expenditure (Jennings 2007). This multiplicity of options offer sailing as sport, recreation, and leisure including serious leisure,

touristic experience or lifestyle pursuit that tend to exist in the waterfront. These activities incorporate elements of sailing as a sport, recreation, leisure, touristic experience, and lifestyle.

6.4. Motorboating

Motorboating is boating that uses a motor as the key or only means of propulsion. Motors may be outboard or inboard. Despite the passage of time, boating continues to maintain its popularity as a sport, leisure, and recreational experience across a number of countries such as the United Kingdom, France, the Netherlands, Germany, the United States, Australia, New Zealand, and Canada. In Asia, recreational boat ownership is a more recent phenomenon. For instance, boating in Japan only became an emerging market during the late twentieth century. In addition to sport, leisure, and recreation, boating has also become a key part of the varied suite of touristic experiences offered at destinations associated with water resources (Jennings 2007). In fact, rejuvenation of some ports, harbors, and waterfronts has been associated with a refocusing on recreational boating and related business enterprises, such as marina developments (Figure 1).

*Figure 1 : Waterfront development in Queenstown, New Zealand.
Photographer: Ross Rynhart in Jennings 2007 : 47)*

6.5. Kayaking

There are a number of trends that can be identified within kayaking as sport, recreation, and tourism. The first is an exploratory or journeying dimension across a range of water environments based on lightness and maneuverability and linked to a kayaking history in the developed world. As kayaking became established, further trends became evident. An important second trend concerns kayak design and manufacture. This began to evolve, and innovative technologies were applied to the production of kayaks and ancillary kits such as paddles, spray decks, and buoyancy aids. Each stage in this process emphasized the kayak's lightness and maneuverability while adding strength and robustness to the craft (Hudson and Beedie in Jennings 2007:172).

6.6. Surfing and Windsurfing

The beaches on the waterfront and islands offer windsurfing opportunities. Windsurfing in the coastal areas and in the waterfront become potential tourist attraction in a city destination both for windsurfing enthusiasts and for tourists. By comparison, windsurfing is a comparatively young sport in a history for four decades (Ryan in Jennings 2007).

*Figure 2 : Surfers and mini-bus, Selangan, Bali, Indonesia. In the early
2000s, surfers still use motor vehicles to access sites
(Photographer : Danny O' Brien in Jennings 2007:97)*

6.7. Sport fishing and big game fishing

Fishing in its various guises has long been a favored form of water-based recreation and, for some, a necessary means of subsistence. As with many survival activities, fishing has become a popular sport motivated by the challenges of competition (Killion in Jennings 2007:112)

6.8. One-day boating adventures

A broad definition of one-day boating adventures includes both commercial one-day boating tours as well as recreational activities undertaken on one-day boat trips. This

latter category consists of many of the specific activities, such as fishing, sailing, diving, and motorboating. One-day boat tours run as commercial tour operations. Although the focus is on one type of one-day boating adventure, many of the issues identified also apply to other forms (Moscardo in Jennings 2007:188).

7. Conclusion

Marine and coastal-based sport tourism in the waterfront increase the reputation of the city as a major tourist destination. Product diversification of marine and coastal-based sport tourism brings benefits to community developers, sport event planners and tourism professionals through economic impacts that reveal the impact of tourist spending on host residents' income where the events are taking place. An integrated approach between sport science and tourism create the economic value of marine and coastal-based sport tourism in the waterfront as one of extreme importance. This is due to their physical requirements as they are predominantly concentrated on marine and along the coasts of an urban waterfront setting. Therefore, the nature of participation in sport and tourism is influenced by a number of factors such as time, finances, family life cycle, and participants' perceptions of skill, risk, adventure and challenge. This opens a wide range of opportunities for marine and coastal-based sport tourism to diversify its products in terms of types of activities and services.

8. Recommendation

Sustainability and future directions of marine and coastal-based sport tourism become an important issue both for sport science and tourism industry. Therefore, sustainability in product diversification of marine and coastal-based sport for tourism attraction in the waterfront should call the attention of numerous researchers, practitioners, community members, stakeholder groups, and government agencies at the local, regional, state, national, and international levels. While such kinds of sport tourism utilized the waterfront as its physical environmental setting, sustainable development should be taken into consideration that is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development, 1987:24). In addition, there is a need for further study and research on the marine and coastal-based sport tourism for the sake of sport science and tourism industry developments especially in the less developed countries where the resources are abundantly available but lack of capacity both human and capital resources. Therefore, ability to secure funds for high management practices for product diversification of marine and coastal-based sport tourism from several sources of funding, including central government subventions and donor funding and through sponsorship and partnership are strongly encouraged. This will become truly successful and economically sustainable when such sport tourism events reach a self-financing status.

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