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## DEVELOPMENT PARTNERSHIP STRATEGY TOURISM DESTINATIONS INTEGRATED AND INFRASTRUCTURE IN SOUTH SULAWESI INDONESIA

### ABSTRACT

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The tourism sector is one source of potential revenue and promising. The attention to tourism is very widespread, this happens because tourism brings benefits and advantages for a country. The tourism sector can be a Core Economy Indonesia because it is one of the key factors in increasing revenue service exports, job creation, entrepreneurship development and others, saw the great potential of the then government made a policy. This study uses a combination of research methods sequential explanatory model or design a method that combines a combination of quantitative and qualitative research methods in series, wherein the first phase of the research carried out by using quantitative methods and in the second stage with qualitative methods (R R Prayuda, 2019). Quantitative methods serves to obtain measurable quantitative data that can be descriptive, comparative and associative (R R Prayuda, 2019). Then the qualitative method serves to prove, deepen expand, weaken and abort the quantitative data which have been obtained at an early stage (Sugiono, 2017: 415). The study is a mixed methods research approaches that combine or associate the form of qualitative and quantitative form (José F. Molina-Azorín, María D. López Gamero, Jorge Pereira-Moliner & Pertusa-Ortega., 2012). The results showed that support the development of tourism needs to be built tourist information centers or "tourism information center" (TIC), which is placed at strategic locations such as shopping centers, terminals and other public places. The spatial arrangement and environment Bulukumba must continue to support and work together with various stakeholders the main parties on the development of the tourism sector, the arrangement location of the overall tourist areas began in Limbua religious locations as tourism icons Bulukumba and Revitalization of Tourism Region Bira beach as seed.

**Keywords:** Partnership, Strategy, Development, Tourism, Infrastructure

### INTRODUCTION

Globalization affects different sectors of human life, especially in the lifestyle ranging from children, teenagers, adults and the elderly. Take a trip to various



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places its main tourist area of interest or global beauty is in demand today by all generations milineal century, so that the tourism sector is one source of potential revenue and promising. The attention to tourism is very widespread, this happens because tourism brings benefits and advantages for a country. UNWTO estimate in 2030 the amount of movement of international travelers <sup>1</sup> visiting tourist destinations of the world will reach 1.8 billion people and the number of domestic tourist movement as much as 5-6 billion people.

Indonesia as <sup>1</sup> a country with thousands of islands, has a population diverse natural beauty and diverse cultural and ethnic tribes, the main attraction is very potential to be developed as well as with nature, social, and culture are quite unique and diverse. Wealth is what will open up opportunities and become a major destination of tourists visiting Indonesia. The development of tourism development in Indonesia in the period 2010-2014 among others accounted for 4% of the Gross Domestic Product (GDP) National (4th ranking national foreign exchange earner after oil and gas, coal, and oil palm). With the absorption of <sup>1</sup> 10.13 million workers and generate national foreign exchange amounted to 10 billion USD (Strategic Destination Development and Tourism Industry in 2015-2019). The tourism sector can be a Core Economy Indonesia because it is one of the key factors in increasing revenue service exports, job creation, entrepreneurship development and others.

## LITERATURE REVIEW

Further perspective of new public management are becoming so popular when the principle of "good governance", the orientation of the basic principles in the issue of utilization of professional management in the public sector, the use of performance indicators, greater emphasis on the control output, shifts in units smaller, shift to a higher competition, the emphasis on the private sector in the implementation style of management, and an emphasis on discipline and a higher savings in the use of resources (Cudai, Andi Nur, 2013; 9). Conduct the strategic management the need for partnerships because, according to Tony Lendrum, "if you always do what you always done, then you will always get what you have always got, strategic partnering is fundamentally a process of change". Because basically the partnership says, "In partnering it will be the managing change of many, as well as the uncontrollable and dynamic change in a few, that will ensure success". Where the strategic partnership is a long-term cooperation based mutual trust among institutions that partner with and provide benefits to all the institutions that partner (Tony Lendrum, 2003: 7). Etymologically, tourism derived from Sanskrit, is "tourism" which is defined as the trip is done many times or spinning from one place to another with the intent and purpose (Simanjuntak, Cape, and Nasution, 2017: 1), Of Law No. <sup>2</sup> 10 Year 2009 on Tourism explained that tourism is a wide range of tourist activities and supported a variety of facilities and services provided by the public, employers, government and local government. The tourism development is crucial for the development of tourism industry in accordance with what has been formulated and managed to achieve



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the desired objectives, both in terms of economic, social, cultural and environmental (Yoeti, 2016: 47). Tourism development must also be in line with the objectives to be achieved, some tourism experts reveal some basic components of tourism, can be seen in the following table:

**Table Components of Tourism**

components of Tourism	Inskeep (1991)	Gunn (1995)	Pendit (1998)	Mc Intosh (1995)
<b>Tourist Attraction</b>	<p>Tourist attractions include the nature, culture, and other attractions.</p> <ul style="list-style-type: none"> <li>Nature: climate, beautiful scenery, the sea and beaches, flora and fauna, green open spaces and protected areas.</li> <li>Culture: archaeological, historical, and cultural venues, distinctive culture, arts and crafts, the attraction of economic activity, museum and other cultural facilities.</li> <li>Lodging: national parks, amusement parks etc.</li> </ul>	<p>Things are categorized in tourist attraction:</p> <ul style="list-style-type: none"> <li>Natural resources such as water fountains, ponds, rivers etc.</li> <li>Resources and culture include archeology, history, commerce, entertainment, health, religion, and sports.</li> </ul>	<p>Things to do is everything that is interesting and worth to be visited and viewed. These attractions include the panoramic beauty of nature, mountains, valleys, caves, lakes, waterfalls, beaches, climate, etc.</p>	<ul style="list-style-type: none"> <li>Natural resources include: climate, natural forms, flora, fauna, rivers, beaches, landscapes, spring water, sanitation etc.</li> <li>Culture / artificial: art, history, music, dance, drama, festivals, exhibitions, tourism, museums, art galleries, shopping and sports.</li> </ul>
<b>Tourism facilities</b>	Accommodation, places to eat and drink, shopping, accessibility, and public facilities.	Accommodation, places to eat and drink, shopping, accessibility.	Accommodation, restaurants, clothing stores / boutiques, souvenir shop, and public facilities	Hotels, motels, restaurants, shopping centers, entertainment venues, museums, and shops.
<b>Transportation</b>	Land, sea and air.	Air transport, car, horse-drawn carriages, electric trains, railroads, ports etc.	Good roads, traffic smooth, rapid tool	Transportation include: ships, planes, trains, buses, and other transportation facilities.
<b>Infrastructure</b>	Telephone, facsimile, telex, electricity, water supply, sewerage system and waste disposal system	Clean water, waste disposal, security, electricity and firefighters.	Pendit not incorporate environmental infrastructure as part of a tourism component.	Water network, sewage, gas, electricity, telephone, drainage, highways, railways, airports, railway stations, terminals, shopping centers, entertainment venues, museums, shops etc.
<b>Government policy</b>	Intuition element associated with the development of tourism.	Gunn does not make policy as part of a tourism component, but this policy on information and promotion of tourism.	<p>Government politics, the attitude of the government in accepting the tourists visiting the country. This element consists of two parts, namely</p> <ul style="list-style-type: none"> <li>government policy that directly affects the development of tourism in the country.</li> <li>the government does not direct political situation or condition that is of social, economic, political and indirectly affect the development of tourism.</li> </ul>	Rules on land use, construction and maintenance of infrastructure to support tourism promotion efforts in the wider level or greater.



## METHODOLOGY

<sup>2</sup> This type of research used in this study is a mixed methods research (mixed methods). <sup>3</sup> The study is a mixed methods research approaches that combine or associate the form of qualitative and quantitative form. This approach involves philosophical assumptions, approaches the application of qualitative and quantitative, and mixing (mixing) of both approaches in a single study. This approach is more complex than just collecting and analyzing two types of data, and it also involves the function of the two approaches collectively so that the overall strength of this study is greater than the qualitative and quantitative research (Creswell, 2013: 5). This study uses a combination of research methods sequential explanatory model or design a method that combines a combination of <sup>4</sup> quantitative and qualitative research methods in series, wherein the first phase of the research carried out by using quantitative methods and in the second stage with qualitative methods. <sup>5</sup> Quantitative methods serve to obtain measurable quantitative data that can be descriptive, comparative and associative. Then the qualitative method serves to prove, deepen expand, weaken and abort the quantitative data which have been obtained at an early stage (Sugiono, 2017: 415). This study uses a combination of research methods sequential explanatory model or design a method that combines a combination of quantitative and qualitative research methods in series, where in the first phase of the research carried out by using quantitative methods and in the second stage with qualitative methods (R R Prayuda, 2019). Quantitative methods serves to obtain measurable quantitative data that can be descriptive, comparative and associative (R R Prayuda, 2019). The study is a mixed methods research approaches that combine or associate the form of qualitative and quantitative form (José F. Molina-Azorín, María D. López Gamero, Jorge Pereira-Moliner & Pertusa-Ortega., 2012). <sup>6</sup> This approach involves philosophical assumptions, approaches the application of qualitative and quantitative, and mixing. In this study, the focus of the research is a partnership strategy of integrated development of tourism destinations in Bulukumba. This study uses judgment indicator to determine the potential tourism destinations in Bulukumba to be developed as proposed by some experts as the Yoeti tourism, Inskeep, Gunn, Pendit, McIntosh and Karyono, namely: 1) attractions (Fascination/Things to do); 2) Accessibility (Accessibility); 3) Amenitas (Amenitas); 4) Ancillary Service (Support Facility); 5) Government Policy.

## RESULT AND DISCUSSION

### Tourism Development Strategy

Strategy of the Development of sustainable tourism can be divided into six (6) important steps that must be taken into consideration in the decision-making process and policies, as follows: 1) The introduction of the idea of sustainable development has changed the focus of "traditional growth towards the argument of development of man and nature in a comprehensive and integrated ". This new focus emphasizes the expansion of employment opportunities, income generation and improvement of local living conditions, as well as to strive for the whole of the decision / policy development reflects the values of the natural environment and local culture that is



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comprehensive; 2) It is recognized that tourism development can eliminate natural resources or cultural, or otherwise that makes environmental assets increased. All of this suggests how millennial generation will maintain the environment or pay the compensation will be the destruction of the environment in the future; 3) Tourism as an industry, can improve the quality of the environment and create jobs. This makes the relationship between tourism and the local political ecology can be positive; 4) Economic growth must be measured through the success tourism sector, this growth must cover the costs to protect and recycle economic resources, not only at present but also in the future, which require a greater cost; 5) development of sustainable tourism should be realized to equalize the tourism and travel industry (travel agents) which is more convenient and 6) development of sustainable tourism should avoid all actions that are "irreversible". It is caused by a number of natural resources, flora, fauna, and cultural and historical heritage can not be renewed and must be preserved authenticity and naturalness

### Scope of South Sulawesi Regional Wisdom

South Sulawesi government lays out a national policy for the development of regional tourism as follows:

- a. Tourism development needs to continue to be driven by developing the potential of cultural tourism, marine tourism and other outdoor activities are supported by tourist facilities and supporting infrastructure, means of transportation and communication, tourism workers skilled referring to the implementation of the Sapta Pesona.
- b. Information systems development and tourism promotion should be increased through a more integrated cooperation with institutions and touring lineup, integration between various sectors including government, private and community is needed.

Commodity tourism business is tourism related business products directly with the various elements of the business in the form of a "package tour". A harmonious mix and harmonious, and unique will make an impression on tourists and new experiences will always be a traveler's dream into a tourist destination.

To reach tourist destinations (destination area), tourists both domestic and foreign tourists, need the support of a wide range of facilities (infrastructure) and a wide range of convenience (accessibility). The integration includes the integration of the region, business development, commodity development also involves the integrity of the environmental support, a partnership between the tourism actors at all destinations tourism and participation of the whole society, becomes very important to realize the development of sustainable tourism.

Therefore, it was necessary to improve coordination between sectors and regional efforts to address so as to create a comprehensive and integrated tourism with partnerships that involve all relevant parties, among others: a) Department of transportation; smooth traffic anticipate the needs of tourism by land, sea and air; b) the Ministry of industry and trade; integrated promotion (tourism, trade, handicraft goods, improving the quality of goods souvenir); c) Police (tourism police) that feels safe, quiet and comfortable for visitors; d) The Department of the environment; e) The Ministry of Education and Culture



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## Analysis of Regional Development and Tourism Infrastructure

Bulukumba as other regions have the object and tourist attraction. If Tana Toraja become a mainstay of the national tourist destination located north cleavage South Sulawesi, then Bulukumba in the south became the flagship. In the assessment of places and attractions (ODTW) Bulukumba conducted with an approach on the elements of the potential and constraints of each group ODTW. To make it easier to analyze the potential and problems of each ODTW, then a sub-analysis were grouped into five parts, namely:

### 1. Heritage Marine / Coastal

Of data and information, showed that the group of marine tourism/Tirta in Bulukumba many as twelve (12) objects to which these attractions have appeal and uniqueness. The attractions that are included in the group of marine tourism/tirta namely: Bira Beach, Coastal Lemo-Lemo, Turkish Panrang Luhu, Turkish Mandala Ria, Turkish Marumasa, Turkish Kasuso, Goat Island, Island Liukang Loe, Turkish Dove, Turkish Samboang, da Beach Lolisang. For more details, analysis of nautical tourism / tirta, as the following discussion:

#### Bira beach

Bira Beach attractions, is one of the attractions that exist in Bulukumba that is developing which has the characteristics and ODTW incredible region. The characteristics and appeal of objects owned by such beauty sprawling white sand, clear sea water and on the beach composed of coral rock cliffs are quite beautiful. In addition, provided suggestions and transport infrastructure towards the region is already available, such as hotels and lodging facilities area of Tanjung Bira beach. Development obstacles encountered in the tourist area which has been decreasing quality of the environment, as a result of waste disposal as well as the construction of facilities carelessly place in an unstructured region.

#### Goat Island

Goat Island is an uninhabited island and the island is the administrative boundary between Bulukumba with Selayar District, so that the outer end of the island looks miniature boat phinisi. The attraction is owned by the natural beauty of the island is owned as fairly dense trees, as well as lip island cliffs are composed of rock, so it looks the island does not have a coastline. Development of Goat Island in the future is as a global tourist area with various activities in it as a tourist destination, so it needs to manufacture facilities and infrastructure in the area of the island.

#### Loe Liukang Island

Loe Liukan island is an island that has been inhabited by a population of about 300 families. The appeal of this island is owned by white oasis sprawling and there are coral reefs. In addition, the island developed enough Liukang Loe marked presence of various facilities and utilities, one of them is there is a wooden pier with a length of ± 85 meters as the boats found in the southern part of the island. As with other coastal tourist area, it is necessary to limit woke region for facilities and infrastructure





supporting tourism, the maintenance of the coastal area of the waste and the conservation of its coral reefs.

### **Turkish Samboang**

Turkish Samboang has the object and tourist attraction which is quite beautiful, in the form of beach with a panoramic view of nature, white sand, the cluster of hills on the left-right of the beach as well, rows of palm trees swaying in the south looks Tanjung Bira scenic and there is a fishing settlement around the beach. Places and attractions owned by Samboang coast, if not done maintenance and preservation of the environment, especially the cleanliness of the beach, it will be an obstacle in the development of this tourist area. So that needs improvement and preservation of the environment around the beach.

### **Turkish Lolisang**

Lolisang beach has a level of uniqueness and appeal is quite interesting. One attraction owned are located in one part of the coast, which are quite beautiful promontory surrounded by palm trees that add to the region's natural niai. In addition, the appeal of which is owned by white sand beaches and this is for the beach we can enjoy the view from a distance of nine islands. The uniqueness possessed by these attractions is the location of the beach is behind a hill, so it can provide a distinct impression. The presence of coastal fishing settlement around cause coastal areas have been contaminated and untreated, as well as coastal erosion occurs, resulting in the need to overcome this lack of socialization and mangrove plantations around the beach.

## **2. Nature Tourism**

Potential natural attractions that exist in Bulukumba can be a tourist attraction waterfall and tourist attraction of the cave that has an appeal and beautiful natural scenery. The natural attractions of the Cave Maluku, Gellert-Hila Hila, Natural Bath Limbua. To determine the potential and constraints in the development of nature tourism in the discussion as follows:

### **Natural Baptism-Hila Hila**

Natural baptism-Hila Hila has an appeal of objects form a crystal clear pool water. In addition, these tourist areas have historical value is as baths Dato Tiro which be used as baths and sacred by local people, and much visited on holidays and feast. To maintain the appeal held in order not contaminated, it is necessary to maintain cleanliness by the visitors, especially at the present time appears to the pool water was contaminated.

### **Natural Baptism Limbua**

Natural Baptism Limbua, in addition to having the appeal also has a natural charm attractive enough that this baptism in the coastal area Eka Tiro. However, the pool water remains fresh owned and does not accumulate in sea water. Natural baths of Limbua frequented by the public as a sacred place that has a mystical value. Therefore, in maintaining the attractiveness owned, it is necessary to maintain and conserve the natural tourism area.



### 3. Tourism Object History

Bulukumba have natural resources of interest to visit, such as the potential historical attractions used as tourist assets. Of all the attractions that there has not been a study in depth, so what, how, why the existence of such objects. Though tourism is potential to be developed as a tourist attraction. It needs to be disclosed to provide an explanation for the tourists who visit. The history tour groups in Bulukumba namely Peak Puang Cowboy, Tomb of Dato Tiro, Sapohatu Karaeng Tomb and the Tomb Karaeng Ambibia which has its own charm. In addition, there is a tourist attraction that has been managed by the local government that is the Tomb of Dato Tiro.

#### Tomb of Dato Tiro

Places and attractions tomb is contained Grave Dato Tiro who was the first to spread Islam in Bulukumba and Bantaeng. Tomb of Dato Tiro travel places frequented by the public on holidays and feast. This tomb has a tremendous power of dance and is one asylum historical and archaeological heritage of South Sulawesi Province. So need to dig deeper into the historical value of which is owned by the Tomb of Dato Tiro.

#### Tomb Karaeng Sapohatu

Objects and travel is the tomb of Karaeng Sapohatu that is above and has its own uniqueness that is located on the seashores, so that when the tide, it looks grave is surrounded by sea water, tourism is frequently visited by the public on holidays and feast. Among the existing attractions in Bulukumba, this tourist object that has a specific level of uniqueness. Therefore, the development of this region as a tourist area in addition used as well history can be used as beach tourism, the environmental quality of coastal areas should be maintained and preserved.

#### Tomb Karaeng Ambibia

Tomb Karaeng Ekatiro Ambibia located above the peak and in the midst of cashew nut plantations. From the summit can be enjoyed a stretch of sea and island nine very beautiful. Historically Karaeng Ambibia real name Aunru Ordinary Daeng which is the first King of Tiro who embraced Islam in 1608. Judging from the shape of the tomb Karaeng Ambibia, as usual permanent common grave. It can be said that this historical attractions together with nature, so that development can be used as natural attractions as a supporting object without eliminating its function as a tourist area history. By looking at the potential of the historical sights in Bulukumba, then the formulation of the concept of development of this historical attractions, is to explore the origin, and then prepared in accordance with the sequence of events can then be recorded. Meanwhile, to preserve objects and historical tourist attraction, the footprint of the object, made of zoning between zones of historic objects and facilities/infrastructure support, with the meaning attraction is not damaged from the development of these attractions.



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## Cultural Tourism

Cultural attractions in Bulukumba is customary Ammatoa, weaving gloves Kajang, Traditional Market Cekkeng and Boat Building Phinisi. The cultural tours are well known in Bulukumba is customary Ammatoa (Society Kajang) and Boat Building Phinisi. In addition, there is a Boat Building Phinisi (Panrita Lopi) is quite well known to the international World. Boat building is commonly practiced and became hereditary occupation. For boat building expert sacred religious ceremony that begins "Annatarakka" is cutting wood to be used as a tuna boat which is an activity that absolutely must be done in boat building. Phinisi boat building culture is one of the cultural symbols Bulukumba as a bold maritime regions across the vast seas with the proverb "Never Once grown Screen Big Dipper Receding to the beach" that must be maintained and preserved.

### Assist Analysis Object and Fascination

Bulukumba tourism development in the district is expected to give effect to the activities of the tourism industry so as to upgrade economies around the object of particular communities and Bulukumba no general. With the development of tourism and so we need a guide/ professionals who can meet the needs (needs) and desire (wants) the tourists to visit every tourist attraction, which requires a clear overview and characteristics of the object. This guide can be taken from the human resources around the tourist who know about the object and can be given the training, coaching, guidance and counseling how to give a description of the object and the attractiveness of existing attractions. With the tour guides that affect the acceleration of the development of tourism in Bulukumba so well known travelers and local tourists foreign countries against a variety of objects and tourist attraction there.

### Analysis of Tourist Arrivals

In developing the potential of tourism tourists or visitors can be used as a parameter in a region of space development planning overview of the potential tourism tourists / visitors who visited the site plan is expected to become an input means (input) in which the future development of tourism. Bulukumba is one tourist destination both foreign tourists and local tourists who are very famous for Bira Beach tourism region. The main tourist visits in Bira beach from year to year increase. Spatial Analysis of Tourism Development Strategy, spatial development strategy and be able to accommodate the activities in each area of developing of tourism in Bulukumba. This strategy is expected to improve the flow of tourist visits that could have implications for tourist activities, thereby increasing local revenues from the tourism sector. Tourism is expected to provide more focus on the handling of the integration of the tourist area with a quality governance and public service standards rating and a clear direction and focus.

### Analysis of Tourism Development Priority Scale

In developing any existing attractions need to assess various characteristics of each object and tourist attraction, so it can be determined the priority scale is implemented for the development of existing attractions can be determined tourist attraction where feasible for foreign tourists and local tourists, so it can provide directions clearer and



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detail every tourist attraction in the region Bulukumba. ODTW development as a tourist destination is expected to give effect to the economy and community activities around the area to empower human resources to be able to play a role in developing tourism. Priority scale tourism development in Bulukumba seen from the analysis of the level of beauty, uniqueness level, the level of naturalness and accessibility analysis.

Infrastructure development strategy carried out in order to determine the most optimal locations can be developed into a flagship area, so it can prioritize its development. The region can be prioritized to be built, are: a) Natural attractions, consists of: objects Niagara Barvo 45, Niagara Bialo, Cave Pasuhura and religious Region Limbua (natural baths Limbua and-Hila Hila); b) Object of nautical tourism/tirta comprising: Bira beach area, tourist areas of the island (island goats and Liukang loe), serve as a global tourist area with a variety of its appeal; c) travel places history consists of: a tourist attraction Tomb of Dato Tiro, Peak Puang cowboy, and Tomb and the Tomb Karaeng Sapohatu Karaeng Ambibia. This tourist attraction is expected to become an icon for tourism development in Bulukumba; d) Objects of cultural tourism, comprising: Indigenous Regions Ammatoa, and Boat Building Phinisi. Here's the description as one of the seeded area is making phinisi boat: Boat Building Phinisi is customary hereditary already well-known to foreign countries and is a symbol of the area Bulukumba as the Maritime region. To maintain and develop Phinisi Boat Building in the future, the need for training, especially for young people and increase promotional activities. The boat-making region Phinisi located in the village of Tana Lemo Bontobahari sub-district is one of the traditions and crafts Phinisi ship that exists only in Bulukumba where up to its name as the "Land Panrita Lopi". Object and appeal is contained Phinisi Boat Building Process, a fishing village and there are ceremonies in the process of shipbuilding and ship decrease, which in the process of decline in the sea vessel can be used as a tourist attraction that is quite interesting. Distance from the Capital District  $\pm$  30 km with travel time  $\pm$  40 minutes.

Various strategies that governments Bulukumba to support partnerships such as: 1) Strategy First, in order to implement the strategies related to strategic management approach, both central government and local governments need to improve the basic foundation of tourism development policy that includes, among others: a) Improving the tourism statistical data. In this connection, the government needs to establish "Indonesia Tourism Forum" which regularly hold meetings among stakeholders who have the duties and functions of tourism development of the central, provincial to district and municipal levels, including the tourism industry. The purpose of this forum is to discuss important issues, and to improve coordination between the business world, the central government, provinces, counties and cities to strengthen Indonesia's position as a world tourism destination country; b) Strengthening international cooperation. Indonesia as a member of UNWTO, need to provide a focus on improving cooperation multilateral level; 2) The second strategy, importance of multidisciplinary approach in tourism development partnership. It is necessary for the following steps: a) Strengthening partnerships and coordination across institutions have the duty and function in partnership in tourism development. Various development partnership to give effect to the creation of entrepreneurship. In this



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connection, the tourism development partnerships need to be harmonized with the regional economic partnership will be developed into a leading tourist destination. This partnership is expected to provide an optimal result of tourism development. Tourism depends on price stability. So as tourism is expected to provide benefits for the government and the surrounding community to optimize revenue, which is based on the business framework required by legislation, and reduce levies (red tape). Opening the tourism market is one of the important aspects that will generate incentives for tourism industry players to innovate so that more optimal competitiveness; b) Improving partnerships and coordination and cooperation at the provincial and distric/main city. Goal of this partnership is to improve collaboration between the various stakeholders of tourism actors. Here are some policies important partnerships in tourism development: 1) planning and regional development, which became the basis of tourism development areas. Conditions of limited natural resources used as a determinant of tourism development. Long-term planning, medium-term and short-term as well as in the strategic optimization efforts in empowering all the limited resources that deserve preservation and protection as outlined in the partnership are arranged neatly, quality and reliable; 2) The partnership and synergy between industry sectors of maritime economy with a high priority because it is a key element in the construction and development of tourism; 3) The partnership in environmental protection and climate change; 4) Sustainable Development Strategy; 5) The development concept is a leading tourist attraction with a sustainable approach and natural environment (environmentally sustainable) that takes into account the ecological balance which is a major consideration in the development of the tourist area. One of the key prerequisites for the operation of the partnership towards forming a community is the policy of equality in decision-making, ownership of resources, access to information, and so on. Domination by one side only will result in the withdrawal of the other. The sustainability of a partnership forum, is very dependent on the extent to which there are institutional framework capable of guaranteeing equality. Much of the literature that addresses this theme more thoroughly and deeply that the implementation of the partnership that truly promises a number of advantages. In addition to these requirements, experience in some countries that have been and are developing partnership programs provide an important lesson that the partnership will only be effective and sustainable if there is a shared vision, clarity of mission, a sense of purpose, their effective leadership to ensure the achievement of the advantages of collaborative , mutual accountability and multi-directional, interdependence and complementarity, their collective learning process, and equal power. Likewise with mutual trust, mutual respect, credibility and competence of all participants, participatory and parallel communication (Cudai, Andi Nur, 2013:77)

## CONCLUSION

Based on the potential and problems of the tourism sector in Bulukumba, with the study and analysis of the strategies, policies and partnerships to aspects that influence both directly and indirectly to the development of tourism potential, as follows:



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The strategy in the development of tourism activities necessary vision and mission of unification among various institutions and the ranks of the tourism industry as tourism agents, resulting in a synergy between institutions and the tourism industry to develop a sustainable and focus area of tourism as well as setting up the infrastructure that is more comfortable and conform to international standards. Partnership development efforts required Bulukumba tourism stakeholders to support the local government in realizing the potential development of the area to be featured, integrated and reliable in providing services to the tourists who visit. Besides it is necessary partnerships and synergies of tourism actors in the handling to be more professional to produce public service is steady, and deliberate and does not conflict with the spatial plans Bulukumba, especially network telecommunication, transportation, lighting (PLN), public works and infrastructure supporters travel to the location / attractions. Necessary efforts to improve in providing optimum service to tourists, it is necessary to do a partnership with various stakeholders from government, the business community and the tourism industry to facilitate the service of local communities and supporting the development of programs and activities that lead to the development of an integrated destination. To support the development of tourism needs to be built tourist information centers or "Tourism Information Center" (TIC) which is placed at strategic locations such as shopping centers, terminals and other public places.

Bulukumba development as one tourist destination (DTW) in the province of South Sulawesi, should object and tourist attraction in seeded are: 1) Heritage marine/Tirta, comprising: Tanjung Bira and Goat Island; 2) Natural attractions consist of: Waterfall Bialo Karaeng Puang Peak and Cave Pasuhara; 3) Object history tour consists of: Peak Puang Cowboy, and Tomb Datu Tiro; 4) places of cultural tourism comprises: Indigenous Regions Ammatoa, and Boat Building Phinisi; 5) Agro travel places consist of: Agriculture and Integrated Rubber Plantation Estate Pa'langisan

The spatial arrangement and environment Bulukumba must continue to support and work together with the various parties, the main stakeholders, by making the arrangement as a whole tourist area locations begin at Limbua Religious locations, Revitalization Bira beach as Prem aise seed bundled with Phinisi Boat Building. Necessary efforts to improve in providing optimum service to tourists, with partnerships in a wide range of people from government, private sector and local communities to facilitate the service and supporting the development of programs and activities that lead to the development of an integrated tourism destinations and competitive.

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