
POLICY STRATEGY INTEGRATED DEVELOPMENT OF TOURISM DESTINATIONS IN SOUTH SULAWESI

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Abstract

This study aims to determine the policy strategy partnership integrated the development of tourism destinations in South Sulawesi. This study uses a combination of research methods sequential explanatory model or designs 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. This type of research used in this study is mixed methods research (mixed methods). The study is a mixed-methods research approach that combines 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. Policy in the form of Tourism Development Master Plan (RIPP) used as a guide in directing, fostering, developing, and controlling the development of the tourism sector in Bulukumba, preferably stems from the source of the problem and must be enforceable through local regulation.

Keywords: *Policy Strategy, Integrated Development, Tourism, Destinations.*

A. 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 places its main tourist area of interest or global beauty is in demand today by all generations semilinear 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. Indonesia as a country with thousands of islands, has a population diverse natural beauty and diverse cultural and ethnic tribes, into a fascination with huge potential to be developed as well as with nature, social, and culturally 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 10.13 million workers and generate national foreign exchange amounted to 10 billion USD (Strategic Destination Development and Tourism Industry in 2015-2019), The Government continues to develop the national tourism sector. 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 to provide some financing alternatives for the tourism sector is through credit financing (either commercial loans or KUR), investment/investment, Integrated Tourism investment Fund (RDPT), and housing financing liquidity facility to the tourist village homestay.

The availability of various government efforts in the development of tourism potential in Indonesia, the local government, needs to follow through with the program and activities of the local level of tourism development in their respective regions, and selected as the study site is Bulukumba. Several factors Bulukumba potentials can be viewed from various aspects of strength in the growth and development of tourism which has an extremely strategic geographical location, as the center of tourism development in the southern part of South Sulawesi province. Regional tourism development is to develop an area with objects and attractions of various types, such as; tourist areas such as Nusa Dua, Bali, Toraja, Bira, Ammatoa Kajang, Region Latuppa Nature, Nature Lejja Region, and Region Malino travel.

Bulukumba very strategic as a means of developing the transport infrastructure san, whereas media crossings into Selayar District Maritime there ferry port, as well as having the potential of natural resources has not manageable well. Potential tourism resources are extremely diverse, such as nautical tourism/Tirta, natural, historical and cultural sights and attractions

agro who have ODTW very attractive, both for recreational activities as well as research activities. The type of soil in Bulukumba included in the broad category of fertile, thus supporting the development of agro-tourism. This study tried to look beyond how local governments seize opportunities that exist to develop the local tourism sector, to create a policy strategy in the integrated tourism development in South Sulawesi.

B. RESEARCH METHODOLOGY

The study is a mixed-methods research approach that combines or associate the form of qualitative and quantitative form. 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 study strengths greater than qualitative and quantitative research (Creswell, 2013:5). The quantitative method serves 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).

C. RESULT AND DISCUSSION

Bulukumba has various tourism potential and motivated by a lack of awareness and political will (political will), the government Bulukumba to further increase revenue (PAD), which comes from the tourism sector. Tourism development does not always have oriented to foreign tourists, but rather tourists need full attention. Some of the attractions that have been developed in accordance with the directions of tourism development of South Sulawesi province, as well as some objects had been explored to be built as tourism development zones are new, the tourism sector in Bulukumba for this seems to thrive on its own, so that between objects with each other relatively mutual support. As a result of the absence of a policy or plan of macro that can be followed in the development of the tourism sector as a whole. To simply

describe the natural charm of the diversity of culture and history in the district Bulukumba, one can mention the beauty of the coast of Tanjung Bira, boat building Phinisi, customary areas Amato fairly well-known to foreign countries and island region including Goat Island, and Island Liukang Loe and other attractions which is quite interesting to visit. Various objects that have been mentioned above is only a small part of the overall tourism objects that exist in a fraction of the overall tourist objects in Bulukumba. In general, it can be said that the existence of various tourism is a potential that can be developed to developing tourism sector Bulukumba.

On the other hand there is an obstacle that becomes obstacles in developing the tourism sector is the availability of accommodation in order to support tourism is still relatively limited, such as; limited five-star hotel, unavailability of foreign currency exchange facility, souvenirs, which in piracy still limited and still simple presentation, a form of promotion that do not optimal, but the environment (physical and non-physical) is the basis of tourism. Planning and structuring simple and conventional tourism is very slow in the era of globalization is so acceleration and devastating changes. An understanding to this problem required a comprehensive and multidisciplinary understanding on a regional and national level, but the specific actions that are given at the local level, to preserve the purity of the environment and tourism are still low. Local action will greatly affect the impact and resolving issues of cultural preservation and development of tourism.

The concept of sustainable development is intended to protect and improve the environment, meet basic human needs, encourage the equal distribution of income among the current generation and equity between generations, as well as improve the quality of life and civilization of the human race. To develop the tourism sector as a whole in Bulukumba need to do is an approach to aspects, as follows;

1. A sustainable relationship with various other planning product macro and micro customized with tourism planning.

2. Position Bulukumba strategic an area as a tourism ministry Southern part of South Sulawesi. Need to make a partnership with Sinjai and Selayar District, which also has its charm in tourism destinations. As well as the transportation circulation mainly land and sea transport as well as air emanating from Sinjai and Maritime Selayar District.

In general, the approach taken in the float and tourism planning Bulukumba, is a sustainable development approach, as follows;

1. Develop greater awareness and understanding of the construction that can be provided by the offender tourism towards improving the environment and improving the economy.
2. Encourage equity and fairness in development.
3. Improving the quality of life and facilitate the communication of information host tourism
4. Providing high-quality experience to the tourists.
5. Maintaining the quality of the environment, which is a place of rest for the achievement of other objectives.
6. Community empowerment in the world of entrepreneurship and to improve skills in various aspects of life

Tourism Development Strategy

The Development Strategy of sustainable tourism can be divided into six (6) important steps that must be considered 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 human development and the nature argument 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 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 to pay compensation would damage 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 should be measured through the success tourism sector; this growth must cover the costs riel to protect and recycle economic resources, not only at present but also in the future, which require a greater cost.
5. Sustainable tourism development should be realized to equalize the tourism and travel industry (travel agencies) are more comfortable
6. Sustainable tourism development should avoid all actions that are "irreversible". It is caused by some natural resources, flora, fauna, and cultural and historical heritage can not be renewed and must be preserved authenticity and natural

International Tourism Planning (PPI)

International tourism planning focused on international development policy, covering: 1) The transport network; 2) Plan for the development of complementary between the neighboring countries to jointly create attraction, includes the provision of facilities and supporting infrastructure; 3) Program promotion and integrated marketing

National Tourism Planning (VAT)

Planning national tourism, focusing on the policy of a country in developing the tourism sector, including: 1) Plan spatial structure of tourism that includes "areas for priority development", which is based on a major attraction, the determination of "international gateway", and the service

network domestic or international transport; 2) This main tourist route with network; 3) Development of facilities and design standards

Tourism Planning Area (PPW)

Stats tourism development at the regional level focuses on policies that include: 1) Wisdom of the area; 2) Plan for the region tourism spatial structure include inter-regional transport network and inter-area, development sites and tourist areas and the type and location of tourist resources and attractions; 3) The number, type, and class of accommodation support facilities.

Regional Tourism Planning (PPD)

Planning the development of tourism in the district focused on policies that include: 1) the district tourism development policy adapted to RPJM, RPJP and Strategic Plan; 2) Determination of the city-county gate to get to the main objects and needs support facilities.

Region tourism planning (KDP)

Planning and development of regional tourism, is developing an area with objects and attractions of various types, such as; tourist areas such as Nusa Dua, Bali, Toraja, Bira, Ammatoa Kajang, Region Latuppa Nature, Nature Lejja Region, and Region Malino travel. KDP is focused on: 1) Tutorial locations and other accommodations, facilities, recreation areas, and parks; 2) transport network system, pioneer airports, seaports pedestrian, and the local terminal; 3) Determination of Local attractions, including the conservation area.

Site Plan Prem Aise (RTKP)

RTKP confined to a building or complex of buildings related to tourism, such as hotels, shopping centers, and recreational parks. The location of each component/structure, including the road network, pedestrian, parking, and other linkages and patterns of the relationship shown in the map.

Scope of South Sulawesi Regional Wisdom

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

1. 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.
2. 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.

The 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.

Contributions for Tourism Development

Appropriate tourism development can benefit both for tourists, and local community tourism can improve the lives of the host through the economic benefits brought to the region. The development should integrate and pay attention to the strength and potential of culture, history, and economy of tourism destinations.

Tourism contribution to the economy

One characteristic is the tourism product can not be stored, and demand depends on the season. This means that in certain months there is a high activity while in other months there is little activity in the business. Agility in trying to do that revenue during the tourist arrivals could be a counterweight to

the low tourist season. Tourism development strategy influence on the economy:

1. Changing supplies services to be balanced with demand. This means that to meet the demand at times of peak tourist arrivals by improving the quality of services provided.
2. I am adjusting the request to corresponding with the availability, service, and competitiveness as well as the promotion of a real.

Contributions of Tourism Community

The seasonal aspect of tourism means that a large part of the tourist destinations is concentrated on a specific tourist destination area for several months. There are approaches to address issues of tourist destinations as follows:

1. Disseminate information and communication-intensive travelers about the existence of geographically throughout the area of existing tourist destinations.
2. I am developing "pockets of tourists" specially built for the tourists. With this technique, the relationship between the host and the guest be maintained at the lowest level and take care not to conflict.

Tourism's Contribution to Culture

Culture can evolve and change naturally as cultural tourism area that adapts to an ever-changing world. Tourism expedites the process for tourism causes a direct connection between two people of different cultures. On the other hand, usually residents interested in the diversity brought by tourists, one of which is a lingerie model used by the tourists. The process that led to a culture that borrows from other cultures at the time of the two interconnected called acculturation; it is generally accepted if a culture of "strong" directly related to the culture of the "weaker." In other words, that can encourage

tourism and at the same time, can also hinder the development of the traditional art of the region or country.

Contributions travel to the Environment

The natural environment is a major attraction for tourists. Travelers tend to be interested in the scenic area, a pleasant climate and has a view different from the others. Tourism has a positive impact on the environment, namely:

1. Tourism stimulates the rehabilitation of historic places, buildings, and monuments.
2. Tourism encourages the preservation of various resources such as natural resources.

Destinations System Development Concept

Attractions and characteristics of destinations are essential for sightseeing purposes, recreation, shopping, entertainment, and more of an entertainment. Obviously, not only the quantity but also the quality of the attractions that influenced the decision of tourists to visit, especially a holiday visit. Many destinations have a variety of attractions that can be an attraction of a broad market segment.

The definition of tourist attractions are the attractions that were identified in a study and has been developed into a tourist attraction and has good quality. The characteristics of destinations are: 1) natural resources such as climate, beaches, forests; 2) cultural resources, such as historic sites, museums, theaters, and local communities; 3) recreational facilities such as amusement parks; 4) Events such as parties Toba Lake, the night market; 5) The specific activity, such as casinos, shopping in Hongkong; 6) The appeal of such psychological romanticism, adventure, and remoteness. Object and Attractions Marine Tourism/Tirta are Nature Tourism, Tourism Object History, and Cultural Tourism: Market Cekkengand Boat Building Phinisi.

Analysis of Tourism Development Bulukumba

Object Analysis and Attractions (ODTW)

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, Coastal Dove, Coastal Samboang, da Beach Lolisang. For more details, analysis of nautical tourism/tirta, as the following discussion:

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 Malukua, Gellert-Hila Hila, Natural Bath Limbua. To determine the potential and constraints in the development of nature tourism in the discussion as follows:

3. Tourism Object History

Bulukumba has 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 explain the tourists who visit. The history tour groups in Bulukumba namely peak Puang cowboy, Tomb of Dato Tiro, Sapobatu Karaeng Tomb and the Tomb Karaeng Ambibia

which has its own charm. Also, there is a tourist attraction that has been managed by the local government that is the Tomb of Dato Tiro.

4. Cultural Tourism

The cultural tours are well known in Bulukumba is customary Ammootoa (Society Kajang) and Boat Building Phinisi. There is a boat building Phinisi (Panrita Lopi) is quite well known to the International Dunis. Making the boat is already a common practice; it has become a job generation. For boat building, an 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 boatbuilding culture is one of the cultural symbols Bulukumba as a bold maritime region across the vast seas with the proverb "Never Once grown Screen Big Dipper Receding to beach" that must be maintained and preserved.

5. Object Segmentation Analysis and Attractions

To be able to determine the object and tourist attraction can become a locomotive of the development of the tourism sector Bulukumba, it is necessary to study featured the tourism sector, the attractiveness owned, the level of naturalness, uniqueness, and accessibility to reach the tourist area.

Tourism Development Bulukumba

The concept development tourism Bulukumba a framework imaginary and policies regarding the arrangement of the elements of activities on which the tourism is planning more concrete, as well as the basis for determining the tourism development strategy Bulukumba in the present nor the future, so that the formulation of the concept can be competitive and implementation.

Leading Tourism Development Strategic Plan

A strategic plan of development of the leading attractions in Bulukumba, done by looking at the various potentials to grow and develop both in the present and the future and can contribute to the local economy. 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: 1) Bira beach; 2) Goat Island; 3) Niagara Bialo; 4) Caves Pasuhara, and 5) Karaeng Peak Puang.

D. CONCLUSION

Policy in the form of Tourism Development Master Plan (RIPP) used as a guide in directing, fostering, developing, and controlling the development of the tourism sector in Bulukumba, preferably stems from the source of the problem and must be enforceable through local regulation (Local Regulation). The strategy in the development of tourism activities needs to be done unification vision and mission among the various institutions and the ranks of the tourism industry as tourism agents, resulting in a synergy between institutions and industry players tourism in order to avoid the things that are contradictory, which can actually inhibit the development of tourism Bulukumba.

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