

TOURISM SECTOR DEVELOPMENT STRATEGY TO INCREASE BUOL DISTRICT LOCAL REVENUE

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TOURISM SECTOR DEVELOPMENT STRATEGY TO INCREASE BUOL DISTRICT LOCAL REVENUE

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Abstract--The purpose of this study was to determine the Tourism Sector Development Strategy to Increase Regional Original Income for Buol Regency. The approach in this study uses a qualitative approach. The data analysis technique used in this study is the Miles and Huberman Model analysis technique. Data collection in qualitative data analysis is carried out interactively and continuously until complete, so that the data is saturated. The results show that the tourism sector in Buol Regency consists of marine tourism potential. As well as the potential for historical and cultural tourism has tremendous potential to be used as a source of regional foreign exchange in order to increase Buol District's own-source revenue (PAD).

Keywords -Tourism Sector, Local Revenue, Strategy.

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1. INTRODUCTION

The development of tourism potential is one of the main priorities developed by the Indonesian government to increase non-oil and gas sector revenue. The tourism supply aspect in Indonesia is a strategic sector that makes a major contribution to revenue, both directly and indirectly. The multiplier effect owned by the tourism sector includes the souvenir sector, travel agents, culinary, and artists, especially in the micro sector. The micro sector encourages state revenue, job creation, tax revenue and income in an area [1].

The policies made by the government in developing the tourism sector are one type of public policy that aims to increase the government's per capita income for the welfare of the people in the future. According to Priyono[2] tourism activities are closely related to the existence of life together with the community so that its management is inevitably very much related to the public interest, so the most appropriate form of policy to deal with it is public policy, which the implication of this public policy is that the government is responsible for providing tourism infrastructure. as a form of respect for human rights.

The government is needed to make public policy products to answer public issues circulating in society. Soewargono and Djohan in Labolo[3], stated that "One of the main functions of the government is to make public policies". Then Thomas R. Dye in Nugroho [4] defines public policy as what the government does, why they do it, and what changes are made (what government does, why they do it and what difference it makes).

The government has the authority to maintain security stability, set the rules of the game and very elementary financial support for tourism. The government can facilitate tourism through providing services and supervising the industry and its activities to ensure that the tourism activities offered meet standards and are developed according to the needs of the community. Meanwhile, according to Biederman [4] tourism policy is an increase in the progress of a country or region and the lives of its citizens.

Goeldner & Ritchie defines tourism policy as regulations, rules, guidelines, directions, and development/promotion goals and strategies that provide a framework for individual and collective decision-making that directly affect long-term tourism development as well as the daily activities that taking place at a destination [5]. Tourism policy is closely related to tourism planning. According to Edgell tourism planning strengthens the position of tourism policy in development [6]. Edgell suggests that the tourism planning model includes a vision and mission statement followed by a series of goals, objectives, strategies and tactics in tourism development [7].

Development is a series of growth and change efforts carried out consciously by a nation. A centralized government system that switches to a decentralized government system mechanism provides opportunities and free space for each region to increase its existing potential, one of which is through tourism development.

Implementation of development is intended to increase national income, while at the same time guaranteeing an equal distribution of income for all people in accordance with a sense of justice and realizing the principles of social justice. Community welfare is closely related to improving the quality and standard of living as measured by the Gross Domestic Product (GDP) at the national level and the Gross Regional Domestic Product (GDP) at the provincial, district and city levels. In addition, the welfare of the community is also closely related to the ability of each region which is different in development. This is influenced by differences in the potential of the resources they have, such as natural resources, artificial resources and social resources.

In the development process, the regional government must rely on local values and local resources owned by the region and form a pattern of partnership between the regional government and the private sector to create new jobs and stimulate economic development (economic growth) in the region, so as to give birth to an economy region that is resilient, competitive, and sustainable. The aim of the process is to improve the quality of life of local communities, especially the poor and marginalized. To be able to achieve all of this, local governments cannot do it unilaterally, but need support from the private sector and civil society (EGAT/UP and The Urban Institute, 2003).

According to the United Nations World Tourism Organization, the government's role in determining strategic policies for the tourism sector consists of the following points; (1) Building an operational framework in which the public and private sectors are involved in driving the pulse of tourism; (2) Providing and facilitating the need for legislation, regulation and control applied in tourism, environmental protection and preservation of culture and cultural heritage; (3) Providing and building land, sea and air transportation infrastructure with complete communication infrastructure; (4) Building and facilitating the improvement of the quality of human resources by ensuring professional education and training to supply the demand for workers in the tourism sector; (5) Translate the prepared tourism policies into concrete plans that may be included; (a) Evaluation of the wealth of tourism, natural and cultural assets and mechanisms for their protection and preservation; (b) Identification and categorization of tourism products that have competitive and comparative advantages; (c) Determine the terms and conditions for providing the necessary infrastructure and superstructure which will have an impact on tourism performance, and; (d) Elaborating programs for financing tourism activities, both for the public and private sectors.

Referring to the concept above, it can be interpreted that regional (economic) development focuses on regional potential, as well as identifying specifically and ensuring what regional stakeholders must do so that the superior community owned by the region achieves maximum benefit value. In that sense, regional economic development as a process of assessing the competitive advantage possessed by the region, identifying new market opportunities for business, and reducing obstacles to the creation of superior products and regional business development. The existence of these economic activities can ultimately increase economic growth and improve the welfare of local communities [8].

Economic development strategies through tourism development policies can be approached through strategic planning and market targets, the relationship between the tourism sector and public

policy priorities, and management strategies. The tourism development strategy has an impact on regional economic progress which can create the strength of a region.

A tourism development strategy requires several components to be successful in its implementation. The development strategy involves: attractions (natural and artificial features that come into contact with the community), promotion (marketing from the community and tourism attractions for potential tourists), tourism infrastructure (facilities namely roads, airports, trains, buses, water and electricity services, parking facilities, signs and recreation), service (lodging, restaurants, and various retail businesses needed to take care of tourists' needs), hospitality (how tourists are treated well by the public).

The tourism sector is a potential sector to be developed as a source of regional income. The program for the development and utilization of regional tourism resources and potential is expected to contribute to economic development. The arrival of tourists in a Tourist Destination Area (DTW) has provided prosperity and welfare for the local population. As is the case with other sectors, tourism also influences the economy in a region or tourist destination country. The size of the influence differs from one region to another or from one country to another.

The development of tourism potential should be managed jointly through intergovernmental relations with the government, government with business or government with the community, because the complexity of the problems faced provides a very large investment value in terms of funding and the quality of the human resources who manage it. The development of the tourism sector is a contemporary factor of a regional development, various studies show that tourism provides strong economic support for a region. In their study, the tourism industry has a high contribution to increasing economic income, so various development strategies are carried out. Tourism sector planning and strategy must be integrated with regional development priorities, culture, infrastructure, transportation, education and social welfare, history and ecology [9].

Efforts to increase the position and contribution of the Tourism sector are continuously being carried out by the Government with various strategic steps both in the context of preparing the National Tourism Development Master Plan (RIPPARNAS) and implementing steps in the context of developing tourism destinations, tourism marketing, tourism institutions and the tourism industry. One of the concrete steps to encourage the acceleration of the development of tourism destinations, in this case, is the preparation and piloting of the development of Strategic Tourism areas that have both local and national scale appeal. According to Law no. 22 of 1999 concerning Regional Government states that the central government gives broad authority to local governments as stated in article 7 paragraph 1 thus confirming that the tourism sector has become the authority of the regions, all forms of development and management have started a new chapter in the aspect of management.

Law number 10 of 2009 concerning Tourism, mandates that every government, both the central government and regional governments have the authority to develop their tourism destinations, this is intended to increase regional income for the welfare of the community. According to Mariotti in [10] tourism potential is everything that is in a tourist destination area, and is an attraction so that people want to come to visit the place, tourism potential, as everything that has a tourist attraction and is useful for developing the industry tourism in the area.

Buol Regency as an autonomous region in the implementation of regional development, is based on the potential and superior regional resources it has. To do this, it is necessary to identify potential and regional superior resources in Buol Regency as a form of utilizing the space of authority granted by laws and regulations to autonomous regions. In relation to these economic potentials and resources, the potential regional economic resource that can be developed by Buol Regency is the tourism sector.

The tourism sector in Buol Regency is a sector with great potential to be developed, considering that this area has various tourism potentials, both natural tourism, marine tourism, agro-tourism, and cultural tourism. However, the utilization of these potentials to become objects of tourist attraction

that can make a significant contribution to regional development efforts still faces obstacles and challenges, both from within and from outside the district.

2. METHODS

This research was conducted in Buol Regency, studied at the Buol Regency Sports and Tourism Youth Service. The approach in this study uses a qualitative approach. Creswell (2014) defines a case study as an exploration of bounded systems or cases. The procedure in this study refers to the theory of Moleong (2007) regarding the stages of qualitative research consisting of; (1) Pre-field Stage; (2) Field Work Stage; (3) Data Analysis Stage. The data analysis technique used in this study is the Miles and Huberman Model analysis technique. Data collection in qualitative data analysis is carried out interactively and continues continuously until complete, so that the data is saturated.

3. RESULTS AND DISCUSSION

1. Tourism Sector and Regional Original Income (PAD) of Buol Regency

In this first research focus, researchers identified the tourism sector and local revenue (PAD) in Buol Regency into the 2 research sub-focuses discussed, namely:

a. The Potential of the Tourism Sector in Buol Regency

The development of the tourism sector is one of the prima donna's in various countries in increasing the country's source of income, including in Indonesia. The role of tourism in national development is not only as a foreign exchange earner, but tourism is also closely related to investment and bilateral cooperation between countries that have similarities in regional development.

The potential of the tourism sector in Buol Regency is very much including maritime tourism, nature tourism, historical tourism and cultural tourism, but the potential has not been able to be developed according to what the community and the government want in general. Other parties also contributed to the development of the tourism sector. The development of tourism potential requires an effort to increase the resources owned by a tourist destination by carrying out development, both in the form of physical and non-physical elements of the tourism system so as to increase productivity. To see these problems can be adapted to the results of interviews with informants in this study indicating that several aspects that can be seen in the potential of the tourism sector are as follows:

Marine Tourism Potential

Based on the results of interviews with the informant with the initials EB, stated:

"The potential for maritime tourism in Buol Regency is enormous, from Lakea District to Paleleh District, there are so many islands and their amazing beaches that have not been properly touched by the government. (Interview, 05/06/2022).

The same thing was stated by an informant with the initials ET, stating that:

"Buol Regency consists of the ocean and several islands, namely Busak Island, Raja Island, Boki Island, Lesman Island and Panjang Island, which is proof that the potential for marine tourism is not only for local consumption, but also for foreign tourists. The beauty of the sea and its beaches should become a tourism icon at this time. (Interview, 06/15/2022).

In line with what was explained above, the informant with the initials ET explained:

"What Buol Regency currently has is a gift that must be developed immediately in order to realize community welfare in the field of tourism. Deciding to stop from the banking world and then focus on the tourism industry is a challenge in itself, the main reason I switched is because there is so much tourism potential that owned by this area. If I was entrusted with being the manager of a tourist destination, I would be grateful for that decision. Unfortunately, until now this opportunity has not existed even though the tourism sector, especially marine tourism, is currently the biggest investment and source of foreign exchange for an area that is really developing it. (Interview, 06/14/2022).



b. Natural Tourism Potential

The natural tourism potential of Buol Regency is not much different from the beauty of the surrounding areas, even with several tourist areas in Indonesia. The results of interviews with several informants found several things as stated by the informant with the initials EB, explaining that:

"The natural beauty that is currently owned when compared to some tourist areas is very parallel, unfortunately it has not been organized properly. Evidence of this beautiful natural beauty is marked by the existence of natural tourism that we manage ourselves, which until now has been the top priority for every traveler coming to Pogogul Land. (Interview, 05/06/2022).

Furthermore, what was said by the informant with the initials DS, stated:

"Buol has so much natural wealth, which requires the government's seriousness to be present to develop this potential to become something profitable for the region itself. If we look at some of the regions out there, their tourism sector is not much different from Buol's, but they are bolder and more focused on making the tourism sector a source of foreign exchange as practiced by several regions such as Bali, Bangka Belitung, Jogja and so on" (Interview 05/06/2022)

IG found the same thing:

"No one doubts the beauty of the panorama of natural tourism. Buol Regency has so much natural wealth. Having visited several destinations made me understand what is needed to develop natural tourism potential, as is done in several areas in my wife's hometown. it is very difficult if there is no courage from the local government to focus and work together to develop the existing sector. Local government policies are the main capital in developing natural tourism potential in Buol Regency (Interview 14/06/2022)

In line with the explanation above, what was explained by the informant with the initials ET stated that:

"The natural potential of Buol Regency, such as Mount Regret of Tiloan Village, Mount Pogogul, Mount Sambaragading, Mount Totembu, Mount Soleko and many other natural potentials, is a collection of tourist attractions currently owned by Buol Regency. Everything has been well identified, just waiting for the local government's policy to manage it to become a mainstay tourist spot for the progress of Buol Regency. (Interview 07/15/2022)

Historical and Cultural Tourism Potential

The long history of the formation of Buol Regency is inseparable from its current historical and cultural conditions, as an area that has uniqueness and local wisdom, Buol Regency also has historical and cultural tourism potential which has become a performance icon in several areas, this is as explained by the informant with the initials ET explained that:

"Buol Regency, not only has beautiful islands and mountains but also has a cultural heritage which is still being preserved for the survival of the people of Buol Regency, among well-known tours such as the Kuliner Culinary Village, Kulrindang Cultural Attractions and Art Workshops, Old Mosques and The Sacred Cemetery, the MotolyoguwaPalre Tradition, the Hulubalang Cemetery and many more that we cannot mention one by one, their existence is still maintained and has even received appreciation from the Ministry of Tourism and Creative Economy as a culture that needs to be preserved (Interview 14/06/2022) .

2. Tourism Sector and Regional Original Income (PAD) of Buol Regency

Based on the results of interviews with several informants consisting of leaders, tourism sector entrepreneurs, visitors and tourism observers related to the development of the tourism sector in Buol Regency, it can be described in sub-focus research as follows:

a. The Potential of the Buol Regency Tourism Sector

The tourism sector is required to always innovate both in terms of service¹⁵ to the availability of supporting facilities and infrastructure, the development of the tourism sector is a sector that cannot be separated from human life, especially regarding social¹⁴ and economic activities. According to Spillane (1987) in Murdiastuti&Rohman (2014) states that the development of the tourism sector in outline focuses on the economic aspect which is closely related to sources of foreign exchange and taxes, the social aspect which contains job creation and the cultural aspect which introduces local culture to foreign tourists.

The concept of tourism development in Butler's 1980 theory "Tourism Area Life Cycle of Evolution" states that there are six important levels or stages in tourism development, namely: (1) Exploration Stage; (2) the Involvement Stage; (3) Development Stage; (4) Consolidation Stage; (5) Stagnation Stage; (6) Stage of Decline or Rejuvenation.

The development concept above has been followed up by the regional government of Buol district by formulating various directions of tourism development policies such as; (1) Improving the quality of Human Resources in the tourism and creative economy sector through formal and non-formal education and training, (2) Preparing the Regional Tourism Development Master Plan (RIPPDA) along with Academic Papers and Regional Regulations (PERDA) regarding RIPPDA followed up with Detailed Plans Mainstay Tourism Area Spatial Planning, (3) Fostering communities around tourist objects and continuing to improve efforts to manage tourist objects and archaeological sites to make them more attractive and highly competitive, (4) Organizing/supporting the implementation of regular tourism festivals and events based on a calendar activities at the district/city level as well as at the provincial level, (5) Improving the quality and quantity of promotion of creative industries and tourism at home and abroad, (6) Capacity building and empowerment of traditional and community institutions to support tourism awareness movements and the SaptaPesona program, and (7) Improving the quality of pro creative industry and tourism products including service quality in order to be able to compete in the global market.

The potential for the tourism sector in Buol Regency stretches from the tip of Lakea District, which borders LakuanTolitol Village, Tolitol Regency, to Ummu Village, which borders directly with North Gorontalo Regency. Its development potential includes 1) marine tourism potential. Marine tourism is all activities that are recreational in nature whose activities are carried out in marine or marine media and cover coastal areas, surrounding islands, and ocean areas in the sense on the surface, inside, or basically including marine parks (Directorate General of Tourism, 1998). The attractiveness of the maritime area (marine tourism) is the beauty and originality of the environment, such as underwater life, the shape of the beach, coastal forests with a wealth of plant and animal species. The beauty and authenticity of this environment makes protection and management an integral part of marine tourism development planning (Khan, 2005).

The results of the Buol Regency Tourism Master Plan (RIPARKAP) for 2021 show several potential marine tourism attractions that can become tourism icons for Buol Regency if managed properly, including; Tanjung Manis Lamakan Beach, Busak Marine Tourism Village, Busak Eco Resort Island, Doulan Beach Tourism, TanjungNelam Beach Tourism, Negeri Lama Beach Tourism, Ponipangan Mangrove Tourism Village, Taat Eco Mangrove Island, Boki Island Resort, Raja Island Resort, Panjang Eco Resort Island, of all the marine tourism attractions that have received attention from the local government through the allocation of DAK funds from the Ministry of Tourism, are Busak Eco Resort Island, TanjungNelam Beach Tourism and Raja Island Resort, 2) natural tourism potential. Nature tourism is a recreational and tourism activity that utilizes natural potential to enjoy the beauty of nature, whether it is still natural or there is already a cultivation business, so that there is a tourist attraction to the place. Nature tourism is used as a balancer of life after doing very busy activities, and the atmosphere of the city crowd. So that by doing natural tourism our bodies and minds will be refreshed and we can work even more creatively because natural tourism allows us to get physical and spiritual pleasure, the RIPARKAP results of the Buol Regency Tourism Office in 2021 have several

tourist attractions that are incorporated in natural tourism potential among them are Lakea Tourism Village, TanjungDako Nature Tourism Village and Mulangato Tourism Village and 3) historical and cultural tourism potential. According to Damardjati in Pambudi (2010), historical and cultural tourism is movement or tourism activities that are stimulated by the existence of tourist objects in the form of local cultural arts, such as customs, ceremonies, religion, local people's way of life, relics historical heritage, artistic results, folk crafts and so on, the results of RIPARKAP of the Buol Regency Tourism Office in 2021 have several tourist attractions that are incorporated in historical and cultural tourism, as follows: Leok Old Town Tour, Konamukan Cultural Tourism Village, Matinan Heritage Tourism Village, Lokodidi Heritage Tourism Village, Hulubalang Heritage Tourism Village, Lintidu Heritage Tourism Village, Palaleh Heritage Tourism Village and Dopalak Heritage Tourism Village.

4. CONCLUSION

The Buol Regency tourism sector, which consists of marine tourism potential, as well as historical and cultural tourism potential, has tremendous potential to be used as a source of regional foreign exchange in order to increase Buol Regency's own-source revenue (PAD).

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