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International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP) is an academic and peer-reviewed publication on Tourism, Travel and Hospitality scope which is published from Indonesia. The aims of the IJTHAP is to feature narrative, theoretical and empirically-based research articles, student/faculty reflections, study abroad experience, and book reviews relevant to international students and their cross-cultural experiences and understanding in tourism, travel and hospitality area. The aims of the IJTHAP to feature narrative, theoretical and empirically-based research articles, student/faculty reflections, study abroad experience, and book reviews relevant to Public Administration and Management. IJTHAP is indexed by Google Scholar, Neliti and PKP Index, CrossREF (DOI number).



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Identification of Lake Perintis Tourism Development Opportunities in Huluduotamo Village, Suwawa Sub District, Bone Bolango Regency

Nilawaty Yusuf, Irwan Wunarlani

Abstract

The Suwawa City is a city of services, commerce and customs. The city of services embedded in the Suwawa City gave him opportunity to develop tourism services. Local governments and stakeholders in the tourism sector have not been optimal and comprehensive in managing tourism objects in Bone Bolango Regency so that tourism sector's contribution to formation of the GRDP structure is low. Pirintis Lake has opportunity to be developed into one of natural attractions destinations. Development of Perintis Lake is expected to be able to increase domestic and foreign tourist visits so as to provide an multiplier effect for tourism and regional economic entrepreneurs. This study aims to examine the development strategy, potential and supporting facilities of Perintis Lake natural tourism objects. This study uses a quantitative descriptive model, focusing on Perintis Lake. Primary data were collected using a questionnaire while accidental sampling was used to determine the number of samples. The number of samples was 62 respondents. Alternative answers in the questionnaire are set using the Likert scale. The data analysis techniques use score and SWOT intervals. SO strategy (Strenght-Opportunity) or aggressive strategy is the right strategy to be used to develop Perintis Lake natural attractions because Perintis Lake natural tourism objects are potential enough to be developed into tourist destinations so that tourism services and foreign exchange outcomes are optimal also.

Keywords: Suwawa city, Perintis lake, natural tourism, tourist visits

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Identification of Lake Perintis Tourism Development Opportunities in Huluduotamo Village, Suwawa Sub District, Bone Bolango Regency

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ABSTRACT

The Suwawa City is a city of services, commerce and customs. The city of services embedded in the Suwawa City gave him opportunity to develop tourism services. Local governments and stakeholders in the tourism sector have not been optimal and comprehensive in managing tourism objects in Bone Bolango Regency so that tourism sector's contribution to formation of the GRDP structure is low. Pirintis Lake has opportunity to be developed into one of natural attractions destinations. Development of Perintis Lake is expected to be able to increase domestic and foreign tourist visits so as to provide an multiplier effect for tourism and regional economic entrepreneurs.

This study aims to examine the development strategy, potential and supporting facilities of Perintis Lake natural tourism objects. This study uses a quantitative descriptive model, focusing on Perintis Lake. Primary data were collected using a questionnaire while accidental sampling was used to determine the number of samples. The number of samples was 62 respondents. Alternative answers in the questionnaire are set using the Likert scale. The data analysis techniques use score and SWOT intervals.

SO strategy (Strenght-Opportunity) or aggressive strategy is the right strategy to be used to develop Perintis Lake natural attractions because Perintis Lake natural tourism objects are potential enough to be developed into tourist destinations so that tourism services and foreign exchange outcomes are optimal also.

Keywords: Suwawa city, Perintis lake, natural tourism, tourist visits

Introduction

Tourism is a process of temporary traveling of a person or more to another place outside one's residence. The urge to travel emerges due to various interests, either economic, social, cultural, political, religious, health, or other interests out of curiosity, to increase knowledge or to study (Nuraina and Anggita, 2014). Traveling is a tertiary necessity for every individual to enjoy the beauty of nature, rural atmosphere and cool air. Both natural and man-made tourism have the potential to attract tourists or travelers so that they can provide multiplier effects on the economy of both local and regional communities. Tourism activities are an integral part of development activities on both national and regional scale that are carried out in an integrated and sustainable manner by utilizing the potential of nature and local cultures that grow and develop in the community.

Law No. 10 of 2009 on tourism is directed to develop sustainable tourism potential and integrate it with community economic activities so that it can open business opportunities that provide income and increase foreign exchange, especially in the tourism sector. Foreign exchange obtained from one sector, namely tourism, can be utilized in regional development financing (Jhingan, 2016; Pendit, 2002). There are several things that need attention in promoting the tourism sector, namely the increase and availability of tourism infrastructure and ride on tourist attraction, training and education for human resource in the field of tourism, improvement in tourism service, and environmental cleanliness in tourist attraction (Halim and Saruddin, 2017).

Tourism Sector is recognized as a resource intensive industry; therefore, it needs to be accounted for in terms of sustainability on both local and global scale (Lu and Sanjay, 2008). In addition, the tourism sector is a strategic and very important sector in the national development of a country or region because it will be the leading industry that can absorb employment as much as 6 percent of the

world workforce, generate foreign exchange for the country (Yoeti, 1999), and has an impact on poverty reduction, as well as income redistribution (de la Torre, Juan and Luis, 2013). The tourism industry has a market segment with very fast and potential consumer development (Arachchi, Shukri and Ali, 2015). Therefore, the development of national tourism sector is expected to increase the Own-Source Revenue (PAD) so that it can provide the multiplier effects in other sectors and equitable development in those regions can be carried out according to the Medium-Term Development Plan (RPJMD). But in reality, the development and improvement of tourism services have not received serious attention from stakeholders in regions. This resulted in a low contribution of the tourism sector in the GRDP structure, especially in Bone Bolango Regency. The tourism sector is only able to contribute to the GRDP structure of Bone Bolango Regency by 2.24 percent with the growth rate of the tourism sector at 7.60 percent (BPS, 2015). Contribution of the tourism sector in the GRDP structure of Bone Bolango Regency is still relatively low if compared with other sectors such as the construction service sector which reaches 10.01 percent and the manufacturing industry sector which reaches 6.16 percent. When viewed from the growth of each sector, the growth rate of the tourism sector is categorized quite well and has the opportunity to be developed by stakeholders so that it can provide optimal contribution to the growth and development of Bone Bolango Regency. If the tourism sector is managed well, it will generate foreign exchange for regional development financing and can provide multiplier effects for the economy with the emergence of various home industries that support the tourism sector (Suwantoro, 2004 and Wahab, 2003). Perintis Lake is one of nature tourist attractions in Huluduotamo Village, Suwawa Sub District.

Suwawa city is the capital of Suwawa Sub District and Bone Bolango Regency. It is also a supporting city for Gorontalo City and has a role as a city of service, commerce and custom. The title city in Suwawa City provides an opportunity to become a tourist destination because the city is easily accessible with various types of land transportation. Suwawa has a variety of basic infrastructure and socio-culture that are very capable to support the tourism sector. These basic infrastructures include travel agencies, cafes and restaurants, gazebos, health facilities, comfort, parking areas, prayer rooms, and resident hospitality. All infrastructures and socio-cultural factors are supporting factors for the tourism sector in Bone Bolango Regency which is expected to attract tourist visit to come and travel to the tourist objects spread in various regions in Bone Bolango Regency.

Bone Bolango Regency has many tourist attractions, namely nature tourism, cultural tourism, culinary tourism, religious tourism and man-made tourism that are very potential to be developed optimally and sustainably. All tourism potential in Bone Bolango Regency are believed to be able to invite both foreign and domestic tourists. Bone Bolango Regency, with Suwawa as the capital, has a very high civilization and cultural value. In addition, the residents are very friendly and open to the migrants. However, the number of foreign tourists or travelers visit is still very low.

Table 1. Number of domestic tourists or travelers to Perintis Lake in 2018

No	Month	Number of Tourists (Travelers)	Percentage (%)
1	March	979	15.55
2	April	1120	17.79
3	May	1568	24.91
4	June	1445	22.95
5	July	1183	18.79
Total		6295	100

Source: Survey results, 2018

Local governments and tourism sector stakeholders have not been optimal and comprehensive in managing tourist attractions spreading in various regions of Bone Bolango Regency. This is indicated by the low contribution of the tourism sector in the GRDP structure of Bone Bolango Regency despite the fact that there are quite a lot of tourist objects and attractions. The tourism sector is a service industry

that must be developed optimally since the development of the tourism sector encompasses cross-sectors that require a variety of support for ideas, finance or policy. The tourism sector will not develop optimally if responsibility is delegated to a particular service only. Therefore, the tourism sector must be taken seriously by all stakeholders in the regional government. The beauty of nature, culture or man-made is a mainstay tourist attraction to be developed by the Bone Bolango regency government, but the study of the potential and multiplier effects on regional economy has not been carried out due to budget constraint in local government.

One of the natural tourist attractions that is being developed by the local government (Department of Transportation, Tourism and Communication and Information of Bone Bolango Regency) and the Government of Gorontalo Province is Perintis Lake located in the Huluduotamo Village, Suwawa Sub District. Perintis Lake at a glance is very potential to be developed as a water tourist attraction because it has unique characteristics such as calm and clear water surface, beautiful natural scenery in the morning and at night, the quite cool micro air around the lake, the environment is clean and beautiful and it contains various types of freshwater fish. In addition, Perintis Lake tourist attraction serves as a water catchment area that can maintain soil fertility and has great potential so that it is worth developing. Perintis Lake tourist attraction can be a destination for local tourists both from Suwawa City and its surroundings as well as from outside Suwawa City. Perintis Lake tourist attraction has an area of ± 11.09 Ha with a long coastal line of the lake of $\pm 3,308.06$ meters and is located not far from Suwawa City and only ± 9.67 km from Gorontalo City. The road access to Perintis Lake tourist attraction is very good so that the transportation users can go to this tourist attraction easily. Figure 1 shows the beauty of nature and road access to Perintis Lake attraction.

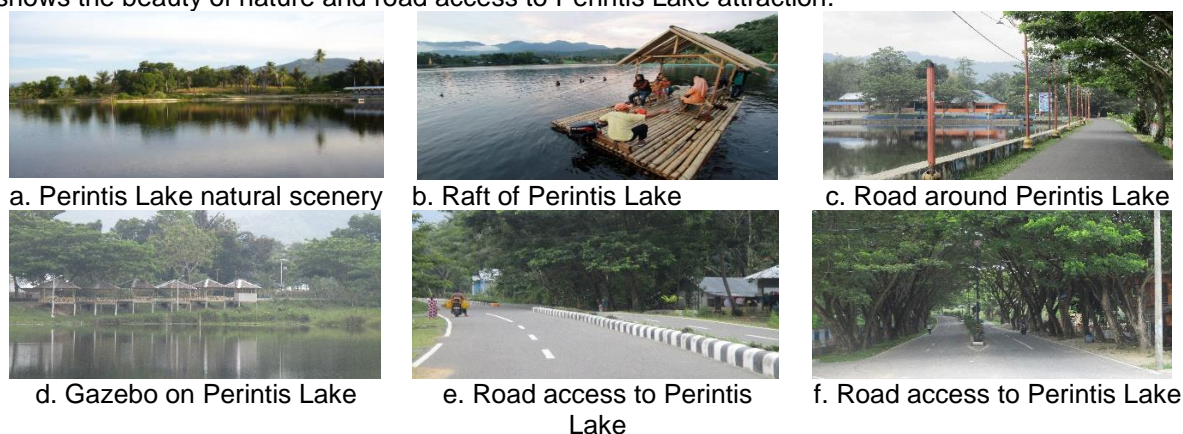


Figure 1. Natural beauty and facilities at Perintis Lake Tourist Attraction, 2017

Source: Photos from various sources

The residents around Perintis Lake tourist attraction of Huluduotamo Village work as farmers in fields and rice fields. In general, rice field farmers grow rice while field farmers generally grow short-term crops such as corn, bananas, papaya, cassava, sweet potatoes, as well as various vegetables and fruits. Fruit plants that are widely cultivated by the residents are mango and langsats. The residents living around Perintis Lake tourist attraction in Huluduotamo Village have a joint business group (KUBE) and entrepreneurship that process various snacks, and patchwork waste, as well as plastic to be used as souvenirs. Various snacks and souvenirs are distributed through BUMDes, small restaurants or souvenir shops. All economic activities of the residents around Perintis Lake become one of the supporting factors of tourism so that the tourism sector develops and improves the economy of community. Therefore, study on the natural tourism of Perintis Lake is needed. This research aims to examine the potential and supporting facilities of Perintis Lake natural attraction and the development strategies.

Research Methods

The method used in this research was quantitative descriptive focusing on Perintis Lake natural tourist attraction in Huluduotamo Village, Bone Bolango Regency. This research was conducted for five months (April to August 2018). Data collection techniques were questionnaires and sampling techniques

namely accidental sampling (Sugiyono, 2002) with a total sample of 62 respondents. The answers given in the questionnaire were set using Likert scale with closed question type. Then the results of the questionnaire would be analyzed with score interval and SWOT so that the potential and supporting facilities of Perintis Lake tourist attraction were found.

Results and Discussion

Score Interval Analysis

This analysis converts the rating of tourists or travelers to the potential of Perintis Lake natural tourist attraction based on the existing conditions of tourist attraction in the score interval value to find the potential of Perintis Lake natural tourist attraction. Tourists or travelers became the respondents who were asked to provide response and opinion on various infrastructures found in Perintis Lake natural tourist attraction. The response and opinion of tourists or travelers had been prepared in the form of questionnaires, then the results of questionnaire summarizing the answer options from tourists or travelers were tabulated.

Each answer given by tourists or travelers would be scored, for example the answer given by each traveler or traveler was in number 1 of the questions, then each answer option would be multiplied by the score, where the answer options were given a rate of 5 for excellent, 4 for good, 3 for fair, 2 for poor, and 1 for very poor, and then the score from all of their answers was accumulated and a total score was obtained. The recapitulation of the tourists or travelers' answers is presented in Table 2.

Table 2. Respondents' Answer Options and Score for Perintis Lake Natural Tourist Attraction

No	Question	Respondent's answer					Total	Score Weight
		E	G	F	P	V P		
1	What do you think about the natural scenery found in Perintis Lake?	37	20	5			62	280
2	What do you think about the climate or cool air in Perintis Lake?	20	33	9			62	259
3	What do you think of the special souvenirs offered by souvenir sellers at Perintis Lake?	3	9	11	7	22	62	140
4	What do you think about safety and comfort when visiting Perintis Lake?	18	44	6	8	6	62	216
5	What do you think about the friendliness of the residents who live around Perintis Lake?	27	88	4	2	1	62	264
6	What do you think about the road condition to Perintis Lake tourist attraction?	10	77	3	2		62	251
7	What do you think about the condition of existing Gazebo or <i>Dego-dego</i> in Perintis Lake?	13	30	11	8		62	234
8	What do you think about the availability of Public Toilets around Perintis Lake?	2	33	21	7	28	62	120
9	What do you think about the management of vehicle parking around Perintis Lake?	5	11	6	9	11	62	186
10	What do you think about the availability of the mushollah/mosque around Perintis Lake?	4	33	8	8	29	62	121
11	What do you think about the availability of clean water around Perintis Lake?	7	0	1	3	11	62	175
12	What do you think about the availability of communication and information networks around Perintis Lake?	8	32	17	0	4	62	207
13	What do you think about the availability of small restaurants/food stall around Perintis Lake?	7	9	0	9	7	62	176

14	What do you think about the availability of guesthouses/inns around Perintis Lake and Suwawa City in general?	1	1	7	2	41	62	95
15	What do you think about the availability of shopping facilities around Perintis Lake and Suwawa City in general?	2	1	5	9	15	62	152
16	What do you think about the management of cleanliness of the tourist environment around Perintis Lake?	1	1	2			62	223
		4	8	1	9			
Total Weight Score								3099
Average Total Weight Score								193.69

Source: research results (processed), 2018

The interval value or range value is the difference between the highest and the lowest values (Walpole, 1998). The highest value was obtained by multiplying the number of respondents answering the questions by the largest score of the answer, then the highest value obtained was 310. The same method was used to get the lowest value but using the smallest score of the answer so that the lowest value was 62. The highest and the lowest values obtained provided convenience in calculating the interval value or range value. The interval value of 49.6 was rounded to 50. The interval value obtained become the reference to compile the interval of scores, number of interval classes, classification.

Table 3. Classification of Assessment of Existing Perintis Lake Nature Tourist attractions

Score Interval	Potential Classification
260 – 310	Very Potential
210 – 260	Potential
160 – 210	Quite Potential
110 – 160	Less Potential
60 – 110	Not Potential

Source: research results (processed), 2018

Table 2 shows the weighting final score of the answer options given by tourists or travelers on Perintis Lake natural tourist attractions while Table 3 shows the potential clarification. The weight score in table 1 is compared with the score interval so that the potential of Perintis Lake natural tourist attraction was found. In aggregate, the Perintis Lake natural tourist attraction is classified as Quite Potential because it had a score interval of 160-210 with an average score reached 193.69. If traced from 16 questions in the questionnaire submitted to the visitors or travelers, there were 2 (12.50%) questions classified as Very Potential, namely item 1 (score: 280) and 5 (score: 264). The two items of this question related to the natural scenery of Perintis Lake and the friendliness of the residents around Perintis Lake; 5 (31.25%) questions classified as Potential was question 2 (score: 259), 4 (score: 216), 6 (score: 251), 7 (score: 234) and 16 (score: 223). The five items of this question were related to climate or cool air, security and comfort, road condition to tourist attraction, the existing condition of Gazebo or Dego-dego and the cleanliness of the tourist environment around Perintis Lake; 4 (25%) the questions classified as Quite Potential was question 9 (score: 186), 11 (score: 175), 12 (score: 207), and 13 (score: 176). These four questions are related to the management of vehicle parking, the availability of clean water, the availability of communication and information networks and the availability of small restaurants/food stalls located around Perintis Lake; 4 questions classified as Less Potential were question 3 (score: 140), 8 (score: 120), 10 (score: 121) and 15 (score: 152). The four items of this question are related to the typical souvenirs offered by souvenir sellers, the availability of public toilets, the availability of mushollah/mosques located around Perintis Lake and the availability of shopping facilities located around Perintis Lake and Suwawa City in general; and 1 (6.25%) the questions classified as Not Potential, namely item 14 (weight score: 95), where the items in this question are related to the availability of guesthouses/inns around the Perintis Lake and Suwawa City in general.

The lack of public facilities, rides and tourist attractions as well as various souvenirs around Perintis Lake make this tourist attraction unable to attract the attention of foreign and local tourists. Therefore, serious attention by tourism stakeholders in Bone Bolango Regency is needed if want to make Perintis Lake as a tourist destination that can invite and increase tourist visit both local and non-local through traditional agricultural products (souvenirs), traditional culinary (small restaurants/food stalls), and rural-based natural tourism services. This is in line with the opinion expressed by Petrovska, Marina and Jovo (2014) who researched natural tourist attraction of mountains in Macedonia, here the Macedonia's local government takes nature tourism seriously by paying attention to infrastructure development, presenting tradition, and tourism accommodation that has an effect in improving the community's living standards both tourists and residents around tourist attractions. This condition has similarities with natural tourist attractions managed by tourism stakeholders of Bone Bolango Regency. The government should pay attention to the management of natural tourism, because nature-based tourism now is an important part of the global tourism industry (Marzuki, et. all, 2011) and is expected to be focused on physical feature, tourism infrastructure, and accessibility. Renovation and arrangement of natural tourist attractions will have an effect on tourist visit, because tourism is an important economic activity and has multiplier effect, so urgent strategic management actions are needed to increase tourist visit (Buhalis, 2001). The presence of tourist visit is expected to generate income for the region, open employment opportunities and provide effect to business and economic actors around Perintis Lake especially and Bone Bolango Regency in general. Therefore, cross-sector cooperation is needed in dealing with the problems of Perintis Lake natural attractions through structuring and building various physical feature, infrastructure and adding tourist rides and cultural activities so that success stories in Macedonia an also be realized in the Perintis Lake natural attraction, Huluduotamo Village, Bone Bolango Regency.

SWOT Analysis

SWOT is an acronym for strength, weakness, opportunity and threat. SWOT analysis compares between external factor of opportunity and threat with internal factor of strength and weakness (Rangkuti, 2008). SWOT analysis is an analysis that identifies various factors systematically to formulate a strategy. This analysis is based on logic that maximizes strength and opportunity, but simultaneously can minimize weakness and threat. This method was used to determine the problems, constraints and opportunities of attraction of tourist objects, facilities and infrastructure, services, management, and marketing that support activities. To use the SWOT analysis, conducting research directly in the field with various kinds of considerations, both technical and non-technical (Djoeffan, Chusharini, and Eva, 2010) and a more comprehensive, fast, and precise analysis results are needed (Bojovic and Jovan, 2011).

SWOT analysis is an analytical tool used to review the extent of the potential, strategy and direction of overall development of a company or a particular region (Rangkuti, 2001; David, 1998; Syahmuddin, 2010). In addition, the SWOT analysis is also used to assess the extent of the strategies applied so far in developing tourism and the competitiveness of the tourism industry (Sotiriadis and Stelios, 2015). The instruments and strategies used in the SWOT analysis for corporate governance such as brand perception and service quality can be associated with the introduction of goods or services offered by sellers or a group of sellers and become a differentiator with competitors so that the brand can lead to competitive advantage. Brand can describe and inform the advantages of a tourist attraction to attract the attention of tourists or travelers (Vladi, 2014). SWOT analysis is used in data that does not use numbers (qualitatively) and is used as the basis for policy formulation with the scope of study namely potential, quality of infrastructure service, attitude and behavior of residents around the tourist area (Rostiyati, 2013).

Analysis of the potential of Perintis Lake natural tourist attraction in Huluduotamo Village is outlined in Table 4 by examining the factors that can affect the level of tourist visit on tourist attractions.

Table 4. SWOT Analysis of the potential of Perintis Lake natural tourist attraction in Huluduotamo Village, Suwawa Sub District

No	Internal Indicator	Weight (%)	Strength (S)		Weakness (W)	
			Score	Value	Score	Value
1	Funding source and government support	12	4	48		
2	Characteristics of natural attraction	10	3	30		
3	Completeness of infrastructure in natural tourist attraction	5	3	15		
4	Nature tourism rides	8	2	16		
5	Relation between provider and manager of natural tourist attraction	10	2	20		
6	Loyalty of natural tourist attraction service users	8	2	16		
7	Trust of various stakeholders on tourist attractions	10	2	20		
8	Cleanliness of the environment around natural tourist attraction	5	3	15		
9	HR of tourism business actors	5			-3	-15
10	Managerial skills	7			-3	-21
11	Promotion of natural tourist attraction	10			-2	-20
12	Infrastructure limitations in natural tourist attraction	5			-3	-15
13	Frequency of attractions and cultural events in natural tourist attraction	5			-4	-20
Total Value				180		-91
Average				22.50		-18,20

No	External Indicator	Weight (%)	Opportunity (O)		Threat (T)	
			Score	Value	Score	Value
1	High interest on natural tourist attraction	15	2	30		
2	Market segment identification on natural tourist attraction	10	3	30		
3	Low competition of natural tourist attraction business actors	5	3	15		
4	The existence of government regulations on natural attractions	10	4	40		
5	Strong relation between nature tourism business actors	5	2	10		
6	Good transportation and communication network	7	2	14		
7	Harmonious relationship between foreign tourists and natural tourism service businessmen	10	2	20		
8	Destruction of infrastructure in natural tourist attraction	5			-2	-10

9	Careless logging in natural tourist attraction	5	-4	-20
10	The low interest of managers and residents to maintain the cleanliness of the environment in natural tourist attraction	5	-3	-15
11	Low residents' hospitality	5	-1	-5
12	Low tourist awareness from the residents around tourist attractions	8	-3	-24
13	Tourism potential has not been managed optimally	10	-2	-20
Total Value			159	-94
Average			22,714	-15,667
IIS + IIW = 22.50 + (-18.20) = +4.30				
IEO + IET = 22.71 + (-15.67) = +7.05				

Source: research results (processed), 2018

Based on Table 4, the existence of Perintis Lake tourist attraction can be described in SWOT matrix.

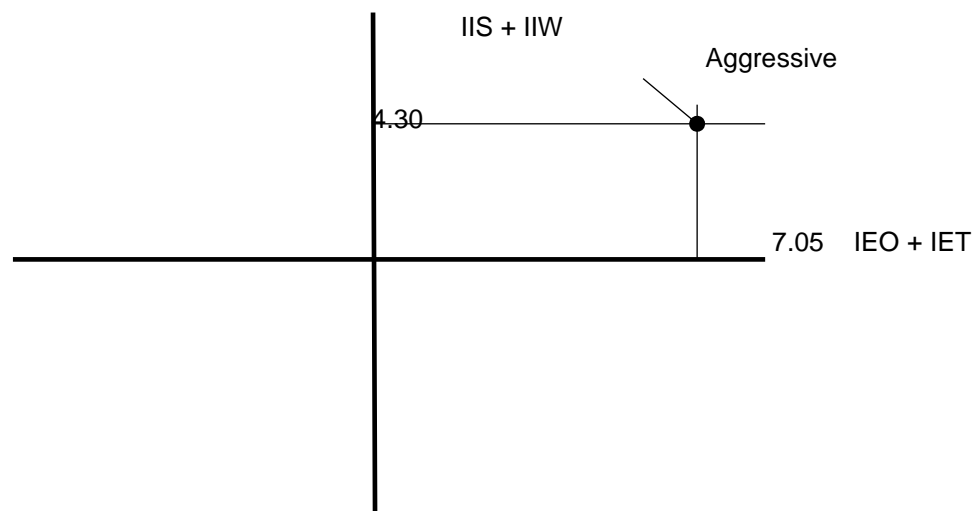


Figure 2. SWOT Matrix of Perintis Lake Tourist Attraction

The results of the SWOT analysis are used as material for consideration to determine the strategy in developing Perintis Lake natural tourist attraction to be more focused, effective and in accordance with the characteristics of foreign tourists or travelers so that the excellent service is achieved and foreign exchange revenue is optimal, because the SWOT analysis has advantages to able to provide a clear view about the realization of development opportunities for a tourist attraction (Bojovic and Jovan, 2011). The right strategy to increase tourist or traveler visit on Perintis Lake is aggressive strategy or S-O (Strength-Opportunity) strategy by maximizing strength and optimizing opportunity. Aggressive strategy is an appropriate strategy for the sustainability of Perintis Lake tourist attraction. This strategic is incremental, continuous and is based on the point of view of what is desired by customers or users of tourism services (Rangkuti, 2008) so that tourism stakeholders can touch the

hearts of customers (Kertajaya, 2008) or travelers to be interested to visit Perintis Lake tourist attraction again.

CONCLUSION AND SUGGESTION

Based on the results and discussion above, several conclusions can be drawn, namely:

1. Perintis Lake natural tourist attraction has the potential to be used as a tourist destination that can invite tourists or travelers because it has good natural scenery, cool micro air, very clean environment around the lake, and friendly residents. These factors become supporters to make Perintis Lake one of the tourist destinations.
2. The lack of public facilities, rides and tourist attractions as well as various souvenirs around Perintis Lake make it unable to attract the attention of foreign and local tourists. This has an impact on the minimum contribution of the tourism sector in GRDP structure of Bone Bolango Regency.
3. Aggressive strategy is an appropriate strategy for the sustainability of Perintis Lake tourist attraction. This strategy is able to determine the strategy of developing Perintis Lake natural attraction to be more focused, effective and in accordance with the characteristics of foreign tourists or travelers so that excellent service is achieved and foreign exchange revenue is optimal.
4. Cross-sector cooperation between Bone Bolango Regency government and Gorontalo Province Government in the construction, arrangement and management of Perintis Lake natural tourist attraction to maximize the potential of Perintis Lake natural tourist attraction is needed so that they can give multiplier effects to tourism business actors and the community's economy.

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