

Tanjung Bira Tourism Development Strategy in Bulukumba, Indonesia

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Article History: Received: 11 May 2021; Revised: 12 June 2021; Accepted: 25 July 2021; Published online: 23 August 2021

Abstract: The potential of tourism in an area is often used as an asset that is able to bring in quite a large income, open up business opportunities and create jobs. Tourism is a multidimensional and cross-sectoral industry. One of the stakeholders who has an important role is a good understanding of the government in planning and implementing all tourism planning. Therefore, the purpose of this study is to determine the strategy of the Bulukumba Regency Government to develop Tanjung Bira tourism. This study uses a qualitative method with a descriptive approach. Data collection techniques in the form of interviews and documentation. The results of the study indicate that the Bulukumba Regency Government for the last few years has not been optimal in developing the Tanjung Bira tourism area. We recommend that the government create a Technical Implementation Unit in charge of the Tanjung Bira tourism area, so that the management of tourist objects can be more effective.

Keywords: Strategy, Policy, Tourism

1. Introduction

Indonesia is an archipelagic country rich in natural resources, where these resources are a potential that can be used as a tourist attraction (Primadany, 2013; Rani, 2014; Zebua, 2016). Tourism potential can be in the form of natural tourism, parks, rivers, zoos, arboretums, campuses and so on, both in villages and in cities. The potential for these natural attractions is spread from the sea, beaches, and mountains (Prasodjo, 2017; Rusyidi & Fedryansah, 2018). The potential of natural tourism in an area is often used as an asset that is able to generate substantial income, open business opportunities and employment opportunities and can still function to preserve nature (Widyastuti, 2010; Simamora & Sinaga, 2016; Lutpi, Suharsono & Haris, 2016).

Tourism is used as one of the important economic sectors. With reference to Law No. 23 of 2014 concerning Regional Government which states that regional autonomy is the authority of autonomous regions to regulate and manage the interests of local communities, so that tourism gets serious attention from the government. In line with that, the government made Law Number 10 of 2009 concerning Tourism as the basis for the implementation of tourism (Nirwandar, 2011; Witantra, 2011; Rahmi, 2016; Jaelani, 2018).

The first aspect of a tourism destination is economic growth. Economic aspects that are considered important and receive great attention in the tourism sector (Nizar, 2011; Yakup, 2019). Tourism uses trips that incur costs. Meanwhile, the areas visited can receive money from tourists through people who provide transportation, provide various services, attractions and so on. Economic profit is one of the goals of tourism development (Mudrikah, 2014; Sudapet, Sukoco, & Setiawan, 2017; Wardhana, Kharisma, & GH, 2019; Yakup & Haryanto, 2019).

Tourism is a multidimensional and cross-sectoral industry. The involvement of all parties is needed because tourism is not a stand-alone sector. Consideration of inter-sectoral linkages and handling of tourism are increasingly complicated in the development of integrated destinations. One of the stakeholders who has an important role is a good understanding of the government in planning and implementing all tourism plans consistently and sustainably. The government will pay attention and ensure that tourism development will be able to provide benefits while reducing social costs, economics, and environmental impacts. On the other hand, business people who are more profit-oriented cannot regulate what they should do, but the government can regulate what they should not do through policies and regulations (Irawan, 2015; Hilman, 2017 and Arliman, 2018).

Government intervention in tourism development can be done by implementing several policy instruments that can be used to control and provide incentives in developing sustainable tourism, such as: land use regulations, limiting tourist access to areas prone to damage, protecting local culture, directing behavior environmentally friendly tourists,

restrictions on energy use, saving scarce natural resources, reducing pollution and providing incentives for infrastructure development (Nugraha, 2016 and Qodriyatun, 2019).

Bulukumba as one of the regencies in South Sulawesi is one of the areas most in demand by local and foreign tourists. This is based on the potential possessed by the region as "Butta Panrita Lopi" with a rich cultural and tourism potential that is quite diverse (Juhannis, 2014; Susilawati & Mappamiring, 2016). Bulukumba Regency has a geographical location consisting of mountainous and coastal areas so that it has a variety of tribes, cultures and other tourist objects, making it interesting to visit both nationally and internationally. One of the most charming tourist attractions is Tanjung Bira which offers white sandy beaches with stunning coastal panoramas. Geographically, this beach is precisely located at the southern tip of South Sulawesi province, precisely in Bontobahari District, Bulukumba Regency, with a distance of 21 km from the city of Bulukumba or 200 km from the city of Makassar (Amdi, 2021).

There are many tourist objects that can attract tourists, both local and foreign tourists. The Bulukumba Regency Government through the Department of Culture and Tourism introduces tourist objects in Bulukumba Regency and improves the infrastructure of each tourist attraction in order to encourage the interest of domestic and foreign tourists. With the many interests of domestic tourists and foreign tourists visiting Bulukumba Regency, this will directly have an impact on the income received through payment of entrance tickets to tourist objects.

Table 1. Data of Archipelago Tourist Visits for the Year of Bulukumba Regency 2015-2019

No	Tourist attraction	Year				
		2015	2016	2017	2018	2019
1	Tanjung Bira Beach	87.400	87.000	98.030	115.343	137.087
2	Pua Janggo	1.800	2.500	2.000	1.050	1.290
3	Dato Tiro's Tomb	7.300	8.450	5.000	9.150	9.550
4	Hila-Hila Bath	6.000	5.525	5.950	6.155	5.335
5	Lolisang Beach	1.800	1.910	1.400	-	2.005
6	Samboang Beach	-	3.100	5.200	1.365	2.174
	Total	104.300	108.485	117.580	133.063	157.441

Source: Bulukumba Culture and Tourism Office

Bulukumba is a very rich district, both in terms of natural resources (SDA), human resources (HR), culture, and also its beautiful nature. However, the potential wealth possessed by Bulukumba is not well understood, so that efforts to develop or explore this wealth are not carried out optimally. Only a few parties are aware that Bulukumba's wealth can be used for profit, either for individual gain, for groups, for some communities, and even for regional gain. Therefore, the government needs to find a strategy to develop tourism in Bulukumba Regency.

2. Methods

This study uses a qualitative research method with a descriptive approach. Data were collected through interviews and documentation. A documentation study was conducted on data on the actual conditions in Bulukumba Regency in terms of the government's strategy in developing Tanjung Bira tourism, which was obtained from the Department of Culture and Tourism and the results of previous research. Data analysis techniques are explorative-qualitative.

3. Result and Discussion

Tourism Marketing Development Strategy

The tourism marketing development program is formulated with the aim of increasing creative, innovative, and effective marketing. The development is then elaborated and realized through the following activities: 1) developing a tourism promotion cooperation network; 2) Implementation of domestic and international tourism promotion.

The local government focuses on increasing tourist attraction by developing Marketing Cooperation with PHRI (Indonesian Hotel and Restaurant Association), the government through the Tourism Office holds events such as the Phinisi IO Festival in 2019. So the government wants the private sector, especially hotels in Tanjung Bira is more active in helping the government in terms of promoting tourism development through festivals and other events.

Table 2. Analysis of Achievement of Tourism Marketing Development Strategy Targets

No	Performance Indicator	Formula	2018			2019		
			Target	Realization	%	Target	Realization	%
1	Percentage of attractions to be managed	Number of attractions to be managed	5	0	0	5	1	20
2	Percentage of PAD source assets	Total assets that will be a source of PAD	6	0	0	8	0	0
3	Percentage of attractions to be rehabilitated	Number of assets and attractions to be rehabilitated	16	19	118.75	18	14	77.78
4	Percentage of PAD achievement	Total PAD target each year (million rupiah)	16288	1315495	80.76	1828	1496	80.36

Source: Bulukumba Regency Culture and Tourism Office, 2020

Based on the table above, there are five indicators that have been set on the target, but only three indicators have been realized. Of the five tourism objects that are planned to be managed, only one object can be realized or only 20%, namely Apparalang Beach. For the number of assets that will be the source of Regional Original Income, none of the 8 assets planned have been realized. And the number of roads to tourist attractions that will be repaired has not been realized because the budget allocation is focused on the rehabilitation of superior tourist assets and attractions to increase the number of visits which will be implemented to increase the achievement of Regional Original Income (PAD).

The table above also shows that in 2018 out of 18 (eighteen) tourism assets/objects to be rehabilitated, 14 (fourteen) objects or 77.78% were realized. The Department of Culture and Tourism of Bulukumba Regency continues to improve the quality and quantity of tourism facilities and infrastructure for the convenience of visitors. The 14 attractions are spread out in the tourist areas of Bira, Samboang, and Apparalang.

Tourism Destination Development Strategy

This tourism destination development program aims to improve the quality and quantity of tourist objects and attractions as well as tourism facilities and infrastructure, especially the Tanjung Bira tourism area as a leading tourism object in Bulukumba Regency. The development programs which were then successfully carried out by the Department of Culture and Tourism: 1) development of superior tourism objects; 2) increasing the development of tourism facilities and infrastructure.

In the development of the Tanjung Bira tourist destination, according to the Head of the Tourism Office, there is a plan to relocate street vendors on the beach. The relocation aims to organize the beach area to be cleaner and wider so that visitors or tourists can use the beach more freely. However, in its implementation, it is faced with an obstacle, namely the community (street vendors) who do not want to be moved on the grounds that there is no land that is able to accommodate all the number of traders on the shoreline. So that until now the relocation in question has not been realized due to conflicts that have not been found a solution.

The local government is serious about developing marine tourism, as evidenced by a number of development programs listed in the Bulukumba Regency Strategic Plan. Tourism will not be able to progress if only tourism itself works, because it involves all those related, for example the Office of Cooperatives and Micro, Small and Medium Enterprises, and the Livestock Service Office. The tourism development synergy program is very important to prepare comfortable, clean and well-organized tourism.

Table 3. Analysis of Achievement of Tourism Destination Development Program Targets

No	Performance indicators	Formula	2018			2019		
			Target	realization	%	Target	realization	%
1	Percentage of promotional events held	Number of promotional events to be held	5	4	80	6	5	83.33
2	Percentage of promotional media assets used	Number of promotional media used	2	1	50	2	2	100
3	Percentage of improvement	The target number of tourist visits	15000	136.733	91.16	170.000	161.639	95.08

Source: Bulukumba Regency Culture and Tourism Office, 2020

From the table above, it can be illustrated that the implementation of promotional events has increased from 4 times in 2016 to 5 times in 2019 or 83.33% of the target of 6 times. In terms of the number of tourist arrivals, there was an increase from 136,733 people in 2018 to 161,639 people in 2019. The number of foreign tourists in 2019 reached 4,198 people, most of whom came from Asia Pacific and Europe. Meanwhile, the number of domestic tourists reached 157,441 people from various regions in Indonesia. This means that there is an increase in the number of tourists by 18.22% from 2018. For tourism marketing, it continues to be improved so that tourist attractions in Bulukumba are better known in detail by domestic and foreign tourists.

Partnership Development Strategy

The partnership development strategy aims to increase the capacity of Human Resources (apparatus and community) in the tourism sector, especially around the Tanjug Bira tourism area. The programs that have been carried out by the Tourism Office related to partnership development, namely: human resource development in the field of tourism in collaboration with other institutions.

One of the basic tourism development programs that are run by the Tourism Office is inseparable from the problem that hinders the cooperation program with other institutions and the local community itself. As the results of the research found by the author that there are a number of things that are quite hindering the process of development and tourism development, especially Tanjung Bira tourism as a leading tourist attraction in South Sulawesi.

The problems in question are as follows based on the submission of the Head of the Culture and Tourism Office:

"Everything has its obstacles, if the destination is as usual, it must be a budget. Then secondly, sometimes there are conflicts with people who feel that they are the owners of the land, like we used to want to fix the local government mess, it turns out that there are those who claim that the land is part of the last one that has begun to decrease by artists, which means that the original Bulukumba art is hard to find, it is rarely performed, sometimes it is come from outside we are looking for the real one from the fleece." (interview, 03-06-2020).

From the results of the interviews above, it can be seen that there are several things that hinder the implementation of the program by the Bulukumba Culture and Tourism Office related to tourism development. Physical development is always bumped into by budget constraints so that it is done gradually through a priority scale. In addition, horizontal conflicts with local communities often occur in terms of land ownership. Such land disputes have been going on for a long time and are still quite hampering the government in carrying out structuring around the Tanjung Bira coast.

Table 4. Achievement of Program Development Goals

No	Performance Indicator	Formula	2018			2019		
			Target	realization	%	Target	realization	%
1	Percentage of participating in tourism training	Number of personnel participating in tourism training	5	7	140	7	7	100
2	Percentage of artists, culturalists, and	Number of artists, culturalists, and craftsmen who	17	0	0	22	8	36.36

	craftsmen who have certification	have certification						
3	Percentage of tourism actors who attend training, technical guidance, etc., in the tourism sector	Number of tourism actors participating in training, technical guidance, etc., in the tourism sector	70	130	185,7	75	60	80

Source: Department of Culture and Tourism, 2020

The capacity building of human resources for the apparatus, as well as the community of cultural actors and tourism actors will continue to be carried out in order to create quality and competitive resources. This is illustrated in the table above, namely in 2019, from the target of 7 people, the number of apparatus who took part in education and training, was realized 7 people or 100% in 2019. For the number of artists/culturalists and craftsmen who have certification from the target of 22 people, it can be realized 8 people or 36.36 percent. Meanwhile, for humanists and tourism actors who take part in training, technical guidance and other fields of culture and tourism, it reaches 60 people or 80 percent of the target. This indicator is supported by talent search through the election of Dara Daeng, Bulukumba Regency.

4. Conclusion

Based on the results and discussion in this study, the authors can conclude that the development strategy formulated by the Bulukumba Regency Government for the last few years is still not optimal in developing the Tanjung Bira tourism area. We recommend to the government to create a Technical Implementation Unit in charge of the Tanjung Bira tourism area, so that the management of the tourist attraction is more effective with a unit of officers who are technically responsible for the cleanliness, safety, and comfort of the location.

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