



Development of Tourism Destination in Improving Visitors in Southeast Sulawesi Province

¹Farid Said, ²Haeder Akib and ³Rudi Salam

¹Department of Academic Affairs, AKPER Mataram Haedar Akib, Matarm, Indonesia

²Department of Public Administration, Universitas Negeri Makassar Rudi Salam, Makassar, Indonesia

³Faculty of Social Science, Universitas Negeri Makassar, Makassar, Indonesia

Key words: Tourist destination, tourist visitor, data presentation, verification, potential

Abstract: This study aims to analyze and explain the portrait of tourist destination development and tourist visit in Southeast Sulawesi province, Indonesia. The type of research is descriptive-qualitative. Data collection techniques used were observation, interview, questionnaire, Focus Group Discussion (FGD) and documentation. Data analysis techniques used follow the “interactive model” stages: data collection, data condensation, data presentation and verification/drawing conclusions. The result of the research shows that the momentary portrait of tourism destinations in Southeast Sulawesi province shows the potential of natural, unique and attractive development, so, it is highly feasible to develop, however in its development the area has not yet had a specific policy regulating tourism management in Southeast Sulawesi province. While the results of tourist visits every year shows an increasing trend every year. One of the key factors to its success is that tourist destinations in Southeast Sulawesi province provide a variety of tourist attractions (nature, beaches, mountains, farms and parts) that have high artificial power and are highly admired by domestic and Foreign tourists who have visited in the area.

Corresponding Author:

Farid Said

Department of Academic Affairs, AKPER Mataram Haedar Akib, Matarm, Indonesia

Page No.: 529-535

Volume: 13, Issue 11, 2019

ISSN: 1993-5250

International Business Management

Copy Right: Medwell Publications

INTRODUCTION

The tourism sector is a leading sector that can move the economy of a region to be more developed and developed (Wen and Tisdell, 2001; Briedenhann and Wickens, 2004). Also, the tourism sector can support from various aspects and development activities (Ritchie and Crouch, 2003) including the availability of productive labor which is expected to reduce unemployment in a region (Badinger and Url, 2002; Szivas *et al.*, 2003). Indonesia is a region that has a strategic region in the world that can attract the attention of potential tourists from all over the world to visit and enjoy the panorama of the environment is very amazing.

Overall, the economy of the travel and tourism industry is expected to increase by 4% annually between 2009 and 2018. This is supported by the availability of employment of 296 million or about 9.2% of all employment and 10.5% of Gross Domestic Product (GDP) global (Aramberri, 2009; Tian *et al.*, 2011; Vellas, 2011). Therefore, Indonesian tourism is expected to continue to grow into one of the highest priority sectors in the industrial world and in employment creation (Virola *et al.*, 2011).

Economists have pointed out that the tourism industry over the last two decades has been classified as a smokeless industry and can create jobs through the communications, transportation and accommodation

sectors, since, its existence plays an active role in improving welfare and living standards community. states that there are three reasons why the tourism industry is developed. First, whether locally, regionally or nationally, the tourism industry is closely related to the development of the regional economy. The second reason, tourism development is more non-economic. Tourists who come to visit a tourist destination, one of the motivations is to watch and see the beauty of nature and the environment. The third reason is to eliminate pettiness of thought to reduce misunderstanding and to know the behavior of others who come to visit, especially, for the citizens of the community where the tourism project is built.

In 2009, when the world economic growth showed a decline on the other hand, the Gross Domestic Product (GDP) of the creative industries and tourism of Indonesia showed a positive upward trend. The performance of Indonesian tourism grew in 2009 due to the rapidly increasing number of domestic tourists and in the same year the creative industry also grew or showed a positive trend of 1.5%. Along with the positive trend of the creative industry in 2010-2012 Indonesia's exports also grew by about 12.5%.

According to data from the Ministry of Tourism and the Creative Economy of the Republic of Indonesia, the number of tourist arrivals in 2011 was 7,649,731 and the number increased in 2012 to 8 million Foreign tourists. While the target in 2013 is estimated to reach 9.7 million Foreign tourists. This provides a realistic outlook based on the assumptions of Indonesia's economic growth.

Based on 2010 data from the Ministry of tourism and creative economy, the number of national employment absorbed from the tourism sector is 7.44%. Based on the reality, it takes a concrete and planned effort to pick up opportunities that exist. Efforts to be made is to increase the confidence of tourists to contribute and visit in each region. This is by data on mapping the number of world tourists reported by the United Nation of World Tourism Organization (UNWTO) shows the growth is not so, significant but Asia grew larger when compared to other regions. Of the total number of international visitors in the 80s, Asia pacific only gets 8% share and 20 years later or in 2010, Asia pacific gets a share of 22%. Based on these data, the number of tourists is expected to increase sharply in the next 20 years or in about 2030 international visitors will spill over in the Asia pacific region to reach 30% (Pariwisata and Kreatif, 2012; Rutty *et al.*, 2015; Hall and Page, 2014).

In 2009, when the world economic growth showed a decline on the other hand, the Gross Domestic Product (GDP) of the creative industries and tourism of Indonesia showed a positive upward trend. The performance of Indonesian tourism grew in 2009 due to the rapidly increasing number of domestic tourists and in the same year the creative industry also grew or showed a positive trend of 1.5%. Along with the positive trend of the creative industry in 2010 Indonesia's exports also grew by

12.5% (Pariwisata and Kreatif, 2012). According to, data from the Ministry of tourism and creative economy of the Republic of Indonesia that tourist arrivals in 2011 amounted to 7,649,731 and increased in 2012 to 8 million Foreign tourists. While, the target in 2013 is estimated to reach 9.7 million Foreign tourists. This gives a realistic tone based on the assumptions of Indonesia's economic growth.

Similarly, in Southeast Sulawesi province which is an area that has natural potentials that are in great demand by the domestic and Foreign tourists. With that appeal, then the Southeast Sulawesi province is the region that is included in the ten most desirable areas in Indonesia. As well as Wakatobi regency in 2013 local and Foreign tourists visit reached 12, 370 people. Southeast Sulawesi is a province with natural and historical potential that has its distinctive characteristics compared to other regions. Based on these advantages, there are several issues that exist in Southeast Sulawesi province such as tourism development is not optimal, the development of the destination is not optimal, the lack of synergies and cross-sectoral integration the low quality of human tourism resources. The development of creative industry is not yet optimal, the development of creative content and creative technology is not yet optimal, the lack of product expansion of tourism and creative products market, the weakness of the creative industry, the lack of access to finance especially the resources and especially, tourism resources, especially, human resources are not optimal (Strategic Plan Year 2013-2018, tourism and creative economy department of Southeast Sulawesi province). Based on the phenomenon, the researcher focused on one of the problems with the title "Analysis of tourist market in Southeast Sulawesi province". This understanding is based on the assumption that the increasing number of tourists visiting a region means more and more tourist attraction developed in the area.

MATERIALS AND METHODS

This type of research is qualitative (Gravetter and Forzano, 2009) which is based on observation and other data collection techniques to understand, explain, interpret and report the results of research. The data collection activities that researchers do, namely interviews, questionnaire research, Focus Group Discussion (FGD), documentation, observation. While data analysis conducted by taking interactive model (Miles *et al.*, 2014), namely: data collection, data condensation, data display and conclusion, drawing or verification (Miles *et al.*, 2014).

RESULTS AND DISCUSSION

Travel destinations in support of government policy: The realization of business results in the development of tourism in an area of course is determined from tourists who enter in the region. The more tourists who come in

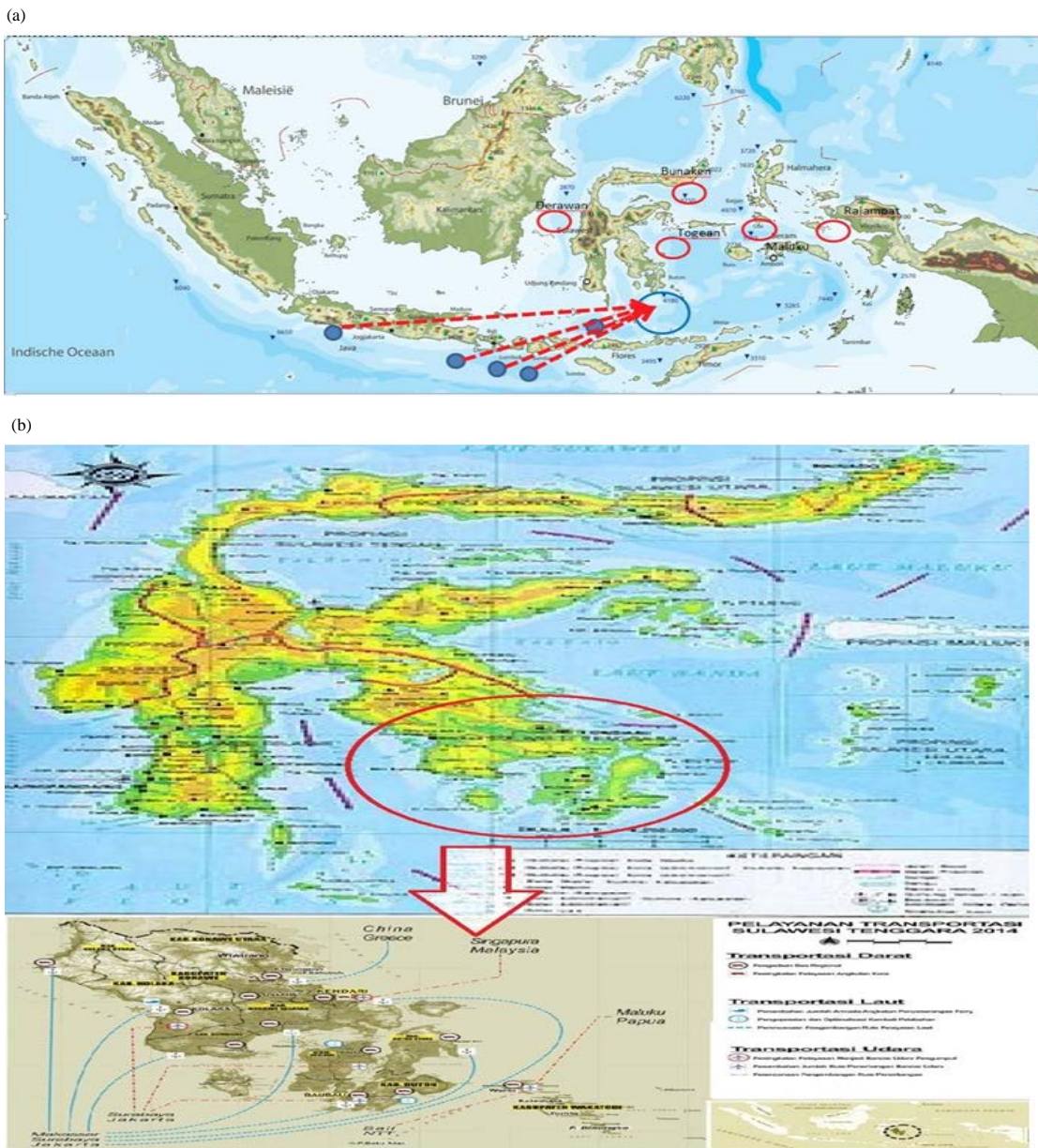


Fig. 1(a, b): Accessibility towards Southeast Sulawesi

an area of course, provide added value or benefit of the area (Fig. 1). Similarly, vice versa, the fewer tourists who visit in a tourism area will be many things that must be addressed. Southeast Sulawesi province is a tourism area that has advantages and uniqueness compared with other regions in Indonesia. Also, it has various potential areas that will be developed as a stimulus for regional development. To realize it certainly supported by the government in carrying out every activity to be implemented, especially, in the development of tourism. Therefore, of course with these efforts should be able to motivate to each region to be able to develop tourism towards a more advanced when compared with before.

One of the efforts that must be done by the government is how to be able to establish a tourism policy that can have a positive impact on people's welfare. Similarly, the central government and local governments in developing tourism in Indonesia. One of the efforts undertaken is issuing regulations that can contribute to the development of tourism. As stated by the government regulation that one of the regions that have the territory that can be developed in Indonesia in the field of tourism is Bunaken in North Sulawesi, Raja Ampat and Wakatobi in Southeast Sulawesi province. This is due to the proximity of access and support of access network with the national transportation area of Indonesian tourist

entrance (Surabaya, Makassar, Bali, Jakarta) compared with other nautical tourism destination competitors (Bunaken, Raja Ampat, Maluku).

Similarly, in the province of Southeast Sulawesi, it should be able to provide directions or rules that can provide direction of improvement supported by adequate regulations and the implementation of regulations that can be done well as planned. For more details, one of the regulations applied in Southeast Sulawesi province on accessibility can be seen in Fig. 1.

Based on existing regulations in Southeast Sulawesi province and adequate access, each region is a leading sector that should be a major concern of the central government. Therefore, the central government issued a government regulation number 50 of 2011 on the master plan of tourism development in 2010-2015. Thus, the tourism office of Southeast Sulawesi province issued a strategic plan regarding tourism in 2012 and 2013 and other policies concerning tourism development policy in Southeast Sulawesi province. The regulations issued by the central and provincial governments certainly provide fresh air for the development of tourism in Southeast Sulawesi province.

As for some areas in Wakatobi district is an area in Southeast Sulawesi province which is the international spotlight area. In its development in 2003 based on Law No. 29 the year 2003, Wakatobi district was formed as a division of Buton regency. The location and area of the new district are the same as Wakatobi national park. Therefore, tourism policy of Wakatobi regency needs to be studied, especially, about the direction of Wakatobi national park management in the future that can accommodate the development of Wakatobi regency as a new autonomous region without prejudice to the initial goal of the establishment of the national park.

The process of zonation change of Wakatobi National Park started, since, 2003, until finally in 2007 the legalization of Wakatobi National Park Zonation (TNW) by the director general of PHKA and Wakatobi regent. This new TNW zonation description (revised) refers to Minister of Forestry Regulation No. P.56/Menhut-II/2006 dated 29 August, 2006 on park zoning guidance, TNW zonation change process before it has been passed through socialization process in 64 villages and consultation (two times) and Wakatobi regency (twice) which in its implementation involves stakeholders, fishermen community/resource users non-governmental organizations, fisheries and tourism entrepreneurs as well as local government elements from village/Kelurahan level, sub-district up to district level.

Based on the policy direction of the central and regional government, especially, the vision of Wakatobi Regency 2012-2016 is "Realization of the real Underwater Paradise at the World Coral Triangle Center". In the vision of Wakatobi regency 2012-2016, there are three key words or points of vision, namely the real

heaven, under the sea and center of the world's coral triangle. The explanations of the three points of vision are: a real paradise is the embodiment of prosperity and prosperity both economically, socially and environmentally and regionally competitiveness supported by a conducive public order and peace situation. Underwater is the manifestation of the benefit and sustainability of the potential of subsea and marine resources, especially, in the case of marine, fisheries, tourism and environment/region. The center of the world's three coral reefs is the actualization of Wakatobi's geo strategic position which is at the center of the world's coral triangle which has the highest biodiversity in the world.

Apparently with the vision of Wakatobi regency has not been able to make regional policy directions to improve the development of tourism in the area. As a result of the absence of these rules, there are various obstacles faced in the development of tourism even though the international world knows the area about the potential of nature is extraordinary when compared with other countries in the world.

These constraints faced by the absence of local regulations will result in the existing natural resources will be damaged due to the availability of infrastructure, human resources, poor mental society. This is by the results of interviews with several Foreign tourists informants from various countries that reveal that public awareness of the natural resources possessed was not well realized. One thing that is considered normal is the public awareness of cleanliness is still low. As well as other facilities that have not been available such as the availability of clean water and electricity are still less available. As a result, many tourists are not interested anymore in enjoying the natural beauty that is known by the whole world. Based on the phrase by the expression of the manager in the tourist attraction in Wakatobi district which says that:

Tourist attractions in this area, there are various obstacles that should be a concern for the government such as the availability of clean water is lacking, electricity that is not working, low awareness of the environment such as beach cleanliness, garbage scattered government regulations that are not directed such as taxation less socialized, very little human resources and the existence of unscrupulous people who carry out bombings and other acts that damage the existing marine ecosystems. With these conditions, the impact of the natural conditions are getting worse and income turnover society does not grow. Such a place or home stay made by society has been damaged due to some government policies that do not support (Fig. 2 and 3).

Based on the constraints faced by Wakatobi regency government. To overcome these obstacles of course, require a local regulation that can develop Wakatobi



Fig. 2: Garbage condition at places of tourism Wakatobi regency



Fig. 4: Foreign tourist visits (Interview with Foreign Tourist in 2014)



Fig. 3: Home stay at a damaged tourist spot in Southeast Sulawesi province

regency by the vision and mission. With these regulations and implemented by existing regulations, it will be able to realize the vision and mission of central and local government.

The condition experienced by Wakatobi regency is also experienced also by some districts/cities in Southeast Sulawesi in other research areas such as Kendari city is the area that became the point of distribution or the gate of all aircraft or air transport must pass through Kendari.

When we want to go to Kolaka district, Wakatobi regency, Bau-Bau city and Buton regency. The region also experiences the condition in Southeast Sulawesi province.

Foreign tourist visits: Southeast Sulawesi province is a region that became the international spotlight of its natural beauty. Not surprisingly, the area is an area that becomes a tourist area that attracts Foreign tourists to flock to prove the information that has been submitted. Such information can be viewed through the internet media, information from friends, books and other media (Fig. 4).

As the results of interviews with various tourists visiting the archipelago state that they visit for getting

information from websites or the internet, books and other social networking media. One of the most desirable books of tourists for adventure in Indonesia, especially, in Southeast Sulawesi province is a book entitled "Lonely Planet Indonesia" and other books that are considered interesting tourists to read. No wonder that tourists who visit besides want to enjoy nature. Also, they also want to see the diversity of cultures displayed by each region (Fig. 5).

The presence of Foreign tourist reference in Southeast Sulawesi province regarding the area to be visited, it will facilitate access to the desired location. However, the tourist reference obtained in Southeast Sulawesi province even has many obstacles. The obstacle faced by the tourists is the absence of accurate directions or maps of the location to be visited. Apart from that the tourists have difficulty with the language that tourists use because the area is still the lack of guide or tourist guide that will help tourists visit the location of the destination.

Tourists who visit will be more helpful when any complaints or obstacles can be overcome by the local government and nationally. With the limitation of these obstacles, it will add to the attraction of tourists who will visit in Southeast Sulawesi province. The following will be shown in Fig. 6 on Foreign tourists visiting Southeast Sulawesi province.

Based on the data in Fig. 6 shows that Foreign tourists visiting each year fluctuated in 2009 decreased with the number of visitors reached 2,169 tourists. While in 2010 experienced a significant increase in the number of visitors 9,949 tourists and back in 2011 decreased to reach 4766 tourists and in 2012 has increased significantly, reaching 14,725 tourists.

Based on these data of course should get attention from the government about the data visitors fluctuate. With the existing data, it can be a barometer to improve and require a tourism policy to increase tourists who come to visit in Southeast Sulawesi province. Therefore, one of the strategies pursued is how the government cooperates with the



Fig. 5: A tourist reference book about Southeast Sulawesi province

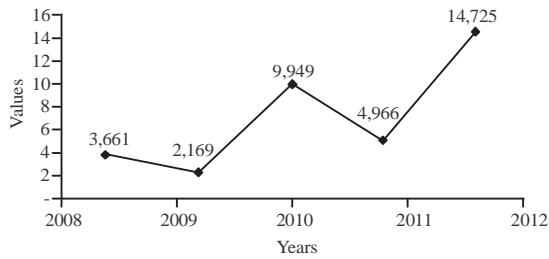


Fig. 6: Foreign tourists are visiting Southeast Sulawesi province (Profile of tourism and creative economy of Southeast Sulawesi Province in 2013); Foreign tourists

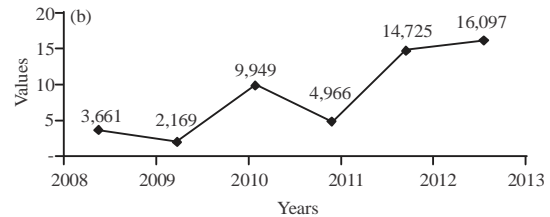
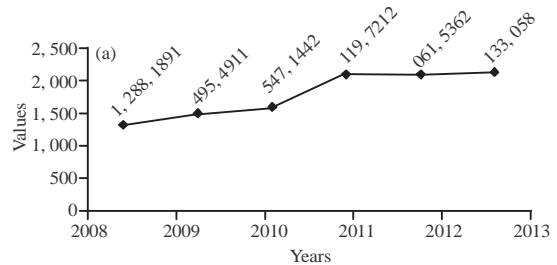


Fig. 8(a, b): No. of tourists of Southeast Sulawesi province (Profile of tourism and creative economy of Southeast Sulawesi Province in 2013), (a) Wisnus trip and (b) Tourist



Fig. 7: The tourist gateway to Wakatobi regency

community, the private sector to develop the area becomes more increased again compared to the previous year (Fig. 7 and 8).

Although, the entrance Matahora Wangi-Wangi is still a low percentage. However, in 2015 will be added Garuda Airlines fleet with the consideration that with the

addition of air fleet from Bali to Wakatobi district will increase the number of visitors through the door. It is also caused that Wakatobi regency is the center of world famous marine/nature tourism. As a strategy to increase visitors from Foreign tourists from Bali province to Wakatobi regency and Southeast Sulawesi province in general. The presence of entrances by sea and air in Southeast Sulawesi province will provide an attraction for tourists who will visit. Upon the ease of access for tourists, it will come to enjoy the tourist attraction promoted by Southeast Sulawesi province.

Based on the visit of tourists in Southeast Sulawesi province both domestic and Foreign tourists every year has increased. This is by the picture of 5 domestic and Foreign tourists who visit in Southeast Sulawesi province (Fig. 8).

CONCLUSION

The government in implementing the central government's policies still faces obstacles in its management. The obstacles in question are in making policy in support of central government policy apparently not yet have local regulation or local policy which regulate tourism policy, especially, tourist visit technically. While the results of tourist visits indicate that there is an increase of each year. This is because the competitiveness of tourism products in Southeast Sulawesi province has advantages and uniqueness compared with other countries both nationally and internationally. Although, in the process of visiting tourists are still experiencing obstacles that must be addressed.

REFERENCES

- Aramberri, J., 2009. The future of tourism and globalization: Some critical remarks. *Futures*, 41:367-376.
- Badinger, H. and T. Url, 2002. Determinants of regional unemployment: Some evidence from Austria. *Reg. Stud.*, 36: 977-988.
- Briedenhann, J. and E. Wickens, 2004. Tourism routes as a tool for the economic development of rural areas: Vibrant hope or impossible dream? *Tourism Manage.*, 25: 71-79.
- Gravetter, F.J. and L.A.B. Forzano, 2009. *Research Methods for the Behavioral Sciences* 3rd Edn., Wadsworth Cengage Learning, Belmont, CA..
- Hall, C.M. and S.J. Page, 2014. *The Geography of Tourism and Recreation: Environment, Place and Space*. 4th Edn., Routledge, Abingdon, UK., ISBN: 9781135041571, Pages: 458.
- Miles, M.B., A.M. Huberman and J. Saldana, 2014. *Qualitative Data Analysis: A Method Source Book*. 3rd Edn., Sage Publications, California, USA., ISBN: 9781452257877, Pages: 381.
- Pariwisata, K. and E. Kreatif, 2012. *Rencana Strategis 2012-2014. Pengembangan Destinasi Pariwisata*, Jakarta, Indonesia, Pages: 205.
- Ritchie, J.R.B. and G.I. Crouch, 2003. *The Competitive Destination: A Sustainable Tourism Perspective*. CABI International, UK., ISBN-13: 9780851996646, Pages: 272.
- Rutty, M., S. Gossling, D. Scott and C. Hall, 2015. The Global Effects and Impacts of Tourism. In: *The Routledge Handbook of Tourism and Sustainability*, Hall, C.M., S. Gossling and D. Scott (Eds.). Routledge, New York, USA., ISBN: 9781135099145, pp: 36-62.
- Szivas, E., M. Riley and D. Airey, 2003. Labor mobility into tourism: Attraction and satisfaction. *Ann. Tourism Res.*, 30: 64-76.
- Tian, E., J. Mak and P. Leung, 2011. The direct and indirect contributions of tourism to regional GDP: Hawaii. B.A. Thesis, The Economic Research Organization at the University of Hawaii, Honolulu, Hawaii, USA.
- Vellas, F., 2011. The indirect impact of tourism: An economic analysis. *Proceedings of the 3rd Meeting of T20 Tourism Ministers*, October 25, 2011, Paris, France, pp: 1-30.
- Virola, R.A., R.S. Reyes, F.S. Polistico and A.S. Oliveros, 2011. Things Statisticians wanted to know about the tourism satellite account but were afraid to ask. *Proceedings of the Annual Conference on During the Philippine Statistical Association-Department of Tourism*, September 26-27, 2011, Sarabia Manor Hotel and Convention Center, Iloilo City, Philippines, pp: 1-36.
- Wen, J.J. and C.A. Tisdell, 2001. *Tourism and China's Development: Policies, Regional Economic Growth and Ecotourism*. World Scientific, Singapore, ISBN: 9789814492317, Pages: 420.