

Tourism Development Strategy In Improving The Community's Economy

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Abstract

This study aims to see the Berova Beach tourism development strategy in improving the community's economy. The focus of his research is 1) Berov beach tourism development conditions, 2) Berova Coast Tourism Development Impact on Community Economy, and 3) Infrastructure Development Strategies to Support Berova Beach Tourism. In this research, the type of research used is a descriptive qualitative approach. There are two sources of data in this study, namely primary data and secondary data. The data technique was carried out by means of literature study, interviews and observations. The result of this research is that the tourism office of North Kolaka Regency has planned to carry out the processing of Berova Beach tourism in order to have an impact on the socio-economy of the community, such as repairing damaged facilities. For example, swimming pools, docks, and other facilities can increase the attractiveness of tourists to visit Berova beach. By improving facilities and adding new facilities, it will increase the attractiveness of tourists and have a positive impact in increasing the community's economy and regional income in North Kolaka Regency.

Keyword: strategy, tourism development, community's economy

INTRODUCTION

Indonesia is known as the largest archipelagic country whose territory stretches from Sabang to Merauke or from Talaud to Rote. Indonesia is recognized as one of the beautiful countries with a variety of natural beauty, not only on land, but also at sea. Coastal areas have other potential in the form of uniqueness and natural beauty which can be an attraction by participating in increasing the regional economy (Tri Adi Wibowo, Hari Kaskoyo, Abdullah Aman Damai, 2019)

Tourism is a dynamic activity that involves many people and revives various business fields. In the current era of globalization, the tourism sector will become the main driver of the world economy and become a global industry. Tourism will provide a lot of income for regions that are aware of their potential for the tourism sector. The tourism sector is an activity that never dies and becomes very important for a country. With tourism, more specifically for local governments, tourist objects will become income for the area itself (Puji Shinta Sari, 2018)

Tourism development is generally directed as a mainstay sector to encourage economic growth, increase regional income, empower the community's economy, expand employment and business opportunities, as well as increasing the introduction and marketing of products in order to improve people's welfare. Tourism development must be a planned development as a whole so that optimal benefits for the community can be obtained. The tourism sector as an economic activity has a very long chain so that it accommodates many job opportunities for the surrounding community which in turn will cause people's income to increase from the sale of goods and services (Fitridamayanti ., Razak, Benu Olfie L. Suzana, Gene HM Kapantow, 2017)

Based on Asrinah's research, the effort to develop the world of tourism is supported by Law No. 10 of 2009 which states that the existence of tourist objects in an area will be very beneficial, including increasing Regional Original Income (PAD), increasing people's living standards and expanding employment opportunities given the increasing the number of unemployed at this time, increase the sense of love for the environment and preserve nature and local culture.

Southeast Sulawesi is a province that is rich in natural resources but has not been used as well as possible so that it is still behind other regions, therefore the existing potential needs to be explored and developed. In order for this capability to be realized, life in all fields needs to be managed properly, as well as the tourism sector has made a policy direction for tourism development so that future development can be realized according to policy directives. can support regional development (Thesis, 2013).

The regional government of Southeast Sulawesi has established a policy that regulates tourism. In addition, Law No. 9 of 1990 concerning tourism which regulates national tourism can be used as a reference to support tourism development in the regions.

Tourism in North Kolaka Regency is a sector that still has the opportunity to be developed even better (Firwaingo Firwaingo & Siti Belinda Amri, 2020) and has enough potential to generate regional income and has the opportunity to be developed even better,

one example is Berova Beach tourism, which is located in Pitulua Village, Lasusua District, North Kolaka district, Southeast Sulawesi Province. In practice, this tourist area has been commercialized and developed by providing several tourist facilities. However, there is no further development management by the local government.

From the description above, researchers want to know about: 1) the conditions of Berova Beach development, 2) The Impact of Berova Beach Tourism Development on the Socio-Economy of the Community and 3) Strategy for Development of Facilities and Infrastructure to Support Berova Beach Tourism.

LITERATURE REVIEW

This research was carried out inseparable from the results of previous research that had been carried out as material for comparison and study. The research results used as comparisons are inseparable from the research topic, namely regarding the Development of White Sand Beach Tourism (Berova Beach).

Based on the results of research that was conducted by Sarawati Ero Lewar in 2020 entitled Strategy for Development of Pasir Putih Beach Tourism in Lasusua Kolaka Utara as Sharia Tourism Review of the Dsn-Mui Fatwa, this research is a research that uses qualitative methods which are research that solves the problem using empirical data. The types of data used in this research are primary data and secondary data. Data collection techniques used in this study were interviews, observation, documentation. While the data analysis used is in the form of a collection of words and not a series of numbers and cannot be arranged into categories.

The problem discussed in this study is how the strategy for developing tourism at Pasir Putih Beach, Lasusua, North Kolaka, is in the review of the DSN-MUI fatwa. The conclusion from the results of research conducted by Sarawati Ero Lewar is that efforts to develop Pasir Putih Lasusua Kolaka Utara tourism carried out by the North Kolaka Tourism Office can be said to have not been carried out optimally both in terms of facilities and infrastructure, because considering that Pasir Putih Lasusua beach tourism does not yet have cleaning staff in tourist areas and resulted in a lot of garbage scattered in the beach area.

Lasusa White Sand Beach Tourism, North Kolaka, one of the tourism areas in North Kolaka, which has the most visitors besides the Blue Lake and Bintang Island tours. The local regional original income problem has increased because it is supported by the tourism sector in North Kolaka, one of which is Lasusua White Sand Beach.

The tourism development carried out by the North Kolaka City Tourism Office has only one tourism that is in accordance with sharia principles, namely the North Kolaka Great Mosque but the tourist objects in North Kolaka have not yet become sharia tourism. One of the tourisms that is not yet sharia is Lasusua White Sand Beach Tourism which is the research location in the work on this thesis. Based on an interview with the head of the North Kolaka tourism office, what is the strategy for developing tourism at Pasir Putih Beach, Lausua, North Kolaka, to become sharia tourism, and he said that the Tourism Office has designed it based on one of the visions and missions of North Kolaka Regency, namely to make Kolaka City a civilized city in terms of applying principles according to Islamic teachings, one of which is in tourism locations.

Foundation of Tourism Theory

Tourism

Is travel from one place to another that is temporary, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions.

The Human Rights, 2009) are various kinds of tourism activities and are supported by various facilities and services provided by the community, entrepreneurs, government and local government (Chapter 1, Article 1, Paragraph 3).

On the other hand, the definition of tourism is an activity carried out by people who travel to and live outside their usual environment and for no more than one consecutive year for pleasure, business and other purposes (Choridotul Bahiyah, Wahyu Hidayat Riyanto & Sudarti Sudarti, 2018)

Tourism Development Planning Development

Is a strategy that is used to advance, improve and enhance the tourism conditions of an object and tourist attraction so that it can be visited by tourists and is able to provide benefits for the community around the tourist object and for the government. Besides that, tourism development aims to provide benefits for tourists and the people who are in the tourist area. With the development of tourism, it is hoped that it will be able to improve the standard of living of the community through the economic benefits it brings to the region. In other words, tourism development through the provision of infrastructure facilities, tourists and local residents will benefit from each other (Titi Sapitri Bugis, Evelin JR Kawung & Jouke J. Lasut, 2019)

Tourism planning and development of a tourist destination includes a large part of physical resources or components tourism product. Environmental, social and cultural aspects are also important in tourism development.

Factors that play a role in the Development of Regional Tourism.

Factors that play a role in the region are:

a. Human Resources

One of the keys to the success of tourism in Indonesia is human resources development in the various tourism subsystems. This shows that quality human resources play a very important role in the development of the tourism industry, especially when the Indonesian government started implementing regional autonomy policies.

b. Promotion of Tourism

Efforts to recognize cultural and natural potential in Indonesian regions are carried out by promoting tourism. In the 21st century, where the development of information and communication technology advances is so rapid, it is expected that there will be competition in the global market, especially competition in the tourism industry. Therefore tourism promotion is a strategy that must be carried out on an ongoing basis both at the international and regional levels.

c. Tourism Facilities and Infrastructure

The motivation that encourages people to travel will give rise to the same requests regarding tourism infrastructure and facilities such as telecommunication networks, accommodation and so on. In this case the readiness of tourism facilities and infrastructure is one of the determining factors for the success of regional tourism development. Especially when the autonomy program has been established, each region is required to pay more attention to the provision of tourism facilities and infrastructure that are adequate and at least in accordance with standards.

RESEARCH METHOD

Type of research used is a descriptive research type, and the research method used is a qualitative method. Qualitative research is research that does not use mathematical and statistical models. The research process begins with compiling the basic assumptions and rules of thought that will be used in research. Qualitative research is research in which

researchers do not use numbers in collecting data and in providing an interpretation of the results.

Research sites

This research was carried out at the Berova Beach marine tourism area in Pitulua Village, Lasusua District, North Kolaka Regency, Southeast Sulawesi Province, where this research was carried out in February 2021. The types of research carried out were observation, interviews and literature studies.

Research focus

This research focuses on Tourism Development Strategies in Improving the Community's Economy in Berova Beach, Pitulua Village, Lasusua District, North Kolaka Regency.

Data types and sources

a. Primary

Data Primary data is data and information in the form of information, responses and research obtained from respondents and research informants who have been determined.

b. Secondary Data Secondary

data is a source of research data obtained by researchers indirectly through intermediary media or obtained and recorded by other parties.

Data collection technique

To collect data and information needed in this study, the following data collection techniques were used:

Literary study (liberary study) namely by studying, studying and analyzing various literature in the form of books, articles, research results or scientific writings that are relevant to the problem under study.

Direct interviews in order to obtain information for research purposes by way of question and answer while face to face between the interviewer and the informant or the person being interviewed

Field observation (observation), in order to obtain data and information through direct observation of the object of this research.

RESULTS AND DISCUSSION

Conditions for the development of Berova Beach tourism

Berova Beach is one of the marine tourism in Southeast Sulawesi, this tour is located in Pitulua Village, Lasusua District, North Kolaka Regency. This tour was inaugurated in 2017 by the previous Regent, Rusda Mahmud. Berova Beach is well known by both local and foreign residents. Previously the name of this resort was White Sand Beach, then it was changed to Berova Beach because of its location surrounded by Berova trees.

Berova Beach marine tourism also has supporting facilities such as swimming pools, prayer rooms, libraries, villas, children's playgrounds, fish ponds, restaurants, art stages, banana boats and a love pier. Not only that, Berova Beach also provides a spot for lovers of sports diving (diving) with subcoral and coral types and various types of fish. This spot, called by the fishermen pasitoddo, is a large cluster of coral.

In 2015 Berova Beach became a place for planting 33,000 coral reefs and managed to break the MURI record, then in 2016-2018 Berova Beach, which was previously a swamp, the Regency Government built various facilities based on family tourism, nature tourism, children's playgrounds, education, sports and religion.

The condition of the Berova Beach tourist destination which has been managed by the village-owned enterprise (BUMDes) Pitulua, Lasusua District, then the North Kolaka Regency Government (Pemkab) has planned to take over management and be under the control of the Tourism Office (Dinpar) due to the neglect of the tour and never reach the revenue target.

The Impact of Tourism Development on the Community's Economy

Tourism development in an area is considered capable of providing positive impacts, such as increasing people's income, increasing foreign exchange earnings, increasing employment and business opportunities, increasing regional income and so on. Tourism is a direct activity and involves the local community. Tourism is considered to have a power that can make local people experience changes in various aspects of life.

When an area or area is designated as a tourist destination, this will certainly cause changes to the life experiences and daily lives of local residents, because their activities are related to attractions and efforts to meet tourist needs for tourists. Tourism can be a solution to solving problems for local communities around tourist areas, and tourism development can be said to be successful if it can provide significant economic, social and environmental

benefits. In the development of the Berova Beach tourist attraction, there has been a pretty good increase. As a result of this development, it will have an impact on the socio-economic conditions of the surrounding community. The

economy in the coastal tourism area of Berova Beach can still be said to be not optimal because with various potentials the community still relies on fishermen alone and there is also a halt in tourism processing which causes Berova beach tourism to not be maintained. causing a lack of tourist attraction. Syamsu Alam, Head of the Parwiwisat Village, said that improving the existing facilities at Berova Beach would lead to an increase in the community's economy and the income of the North Kolaka Regency government.

The North Kolaka Tourism Office will try to increase the number of tourist visits to North Kolaka Regency, especially to the Berova Beach tourist attraction. Efforts are being made to repair facilities that are not maintained, damaged facilities and will add new facilities needed by tourists and the surrounding community to increase tourist attraction.

While the impact of tourism development on the community's economy, namely:

- a. Impact on job opportunities The existence of tourism development in an area can encourage the birth of job opportunities for the surrounding community. Where when the development is carried out it will give rise to a lot of business potential that is present in tandem with the development. The potential for Berova Beach tourism objects to be managed optimally will certainly have an impact on the surrounding community and be able to open jobs so that it can increase people's income.
- b. Impact on government revenue The impact that arises directly from the existence of tourism in an area can be seen from the income obtained through taxes or fees from the facilities that have been provided in the form of providing services.
- c. Impact on prices Prices set in a tourism area tend to be more expensive than those located far from tourist areas, because it follows land rents or rents that increase as a result of development into a tourist area in an area.

Facilities and Infrastructure Development Strategy to Support Berova Beach Tourism

Facilities and infrastructure are all the main or basic facilities that can make tourism live and develop in order to provide services to tourists. According to research observations, the facilities found at the Berova Beach tourism object are quite good, it's just that it needs even better processing so that the tourism development will increase.

The facilities and infrastructure in Berova Beach tourism are swimming pools, prayer rooms, libraries, villas, children's playgrounds, fish ponds, restaurants, art stages, banana boats and love docks. Not only that, Berova Beach also provides a spot for diving lovers. This shows that the Berova Beach tourist attraction is able to provide tourism facilities quite well for tourists. The lack of other supporting facilities will always be discussed by the local government with the local community. It's just that some repairs and other tourism support facilities are still needed because there are several damaged and even missing facilities due to lack of attention from the government. This needs to be done because the many facilities and infrastructure make this tourist attraction more crowded with tourists who will visit, so that it can increase income for local people who sell at this tourist attraction.

Syamsu Alam Head of Tourism Village also said that the tourism agency will plan to repair damaged facilities and plans to build new facilities that are needed by tourists and the surrounding community in order to increase tourist attraction. Thus, the development of Berova Beach tourism can run smoothly.

Tourism facilities built on the basis of cooperation between the local government and the surrounding community, with this development the community uses it to open businesses by boosting the economy. Community conditions that support tourism development will also have an impact on the satisfaction of tourists visiting tourist attractions.

CONCLUSION

Based on the results of research entitled Tourism Development Strategy in Improving the Community's Economy which was carried out in the area of the Berova Beach marine tourism object in Pitulua Village, Lasusua District, North Kolaka Regency, the researchers can conclude that Berova Beach is one of the marine tourism in Southeast Sulawesi. This tour was inaugurated in 2016 by the former regent, Mr. Rusda Mahmud.

The condition of the development of Berova Beach tourism, which has been managed by a Village-Owned Enterprise (BUMDes) in Pitulua, Lasusua District, is increasingly not experiencing management stops that are increasingly neglected and have never reached the revenue target. Then the North Kolaka Regency Government (Pemkab) has planned to take over the management of the Berova Beach tourism development and it is under the control of the Tourism Office (Dinpar).

The government's strategy for the Tourism Office in developing Berova Beach tourism is to carry out repairs and management that had stopped, repairing damaged

facilities and infrastructure such as lack of attention in managing swimming pools, damaged docks on Berova Beach, even facilities that were lost due to lack of attention in the management of this destination. The government will also add facilities that will increase the attractiveness of tourists to visit Berova Beach tourism.

Tourism development has a significant impact on the community around Berova Beach tourism, both social, cultural and economic impacts. However, the impact that really plays a role in this development is the community of a region is the economic impact. The development of this tour cannot be separated from the help of the surrounding community who maintain the sustainability of Berova Beach tourism.

Tourism development in an area is considered capable of providing positive impacts, such as increasing people's income, increasing foreign exchange earnings, increasing employment and business opportunities, increasing regional income and so on. Tourism is a direct activity and involves the local community. Tourism is considered to have a power that can make local people experience changes in various aspects of life.

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