

Formulation of Tourism Development Planning of Youth, Sports and Tourism Office in Sidenreng Rappang Regency

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Abstract

Sidenreng Rappang (Sidrap) Regency is one of the regencies located in the South Sulawesi Province and is a tourism that offers promising tourism in increasing regional APBD foreign exchange. There are quite a number of tourism objects in the Sidrap district, but they are dominated by 27 historical tourism sites, most of which are cultural heritage sites, the rest are monuments to the struggle for independence. This study uses a qualitative approach. Collecting data through observation, interviews and documentation. Data analysis used descriptive qualitative analysis. Based on the results of the study that through the formulation of tourism development planning carried out by optimizing the role of each good governance in developing the region as a tourism object in Sidenreng Rappang Regency, it is hoped that the potential that has been created can become an asset to seek community welfare and optimize Regional Original Income (PAD). The role of each stakeholder must work in harmony and not harm each other. Every policy taken to develop tourism areas as tourism objects must be evenly distributed, so that there is no inequality in developing tourism, although there is still a list of priorities for developing tourism.

Keywords: Formulation, Planning, Development, Tourism

Introduction

In this contemporary era, tourism has become a commodity, both individually and in groups, so that until now tourism has become a potential in increasing the country's foreign exchange and protecting the environment and culture because it contributes to the growth of the economy by each country. The embryo of tourism can be said that Indonesia began with the issuance of Presidential Advisory Number 9 of 1969 concerning Guidelines for Increasing and Developing the National Tourism Industry.

Sidenreng Rappang (Sidrap) Regency is one of the regencies in the South Sulawesi Province and is a tourism object that presents promising tourism objects in increasing regional APBD foreign exchange. Tourism in Sidrap district where there are quite a lot of areas but is dominated by historical tourism objects as many as twenty-seven types of cultural heritage sites, the rest are monuments to the struggle for independence. According to the results of research conducted by Aditya et al. (2018), Risky saw the development of tactics for developing tourist destinations using an analysis tool, namely SWOT. Where the results of the analysis and findings from Strengths,

Weaknesses, Opportunities and Threats are determined by: (1) having less competitiveness to face threats from other tourist destinations, so a tactic is needed. defensive that focuses on tourism objects favored by local people and visitors, (2) increasing information and promotion, (3) utilizing aid funds from both the central government and CSR funds offered by the private sector, (4) improving the quality and quantity of infrastructure and visitor facilities.

Phenomena that occur in the field that researchers have carried out through initial observations (October 28 and November 6, 2021), with the government in this case the Tourism Office of Sidrap Regency only focusing on policy formulation that is infrastructure but not on cultural heritage or tactics. Until now, Sidrap Regency's tourism condition has not been well organized so that tourism does not support each other. These various criticisms are certainly very important to answer, the concept of developing tourism is currently trying to increase the active role of the community so as to reduce the level of economic leakage and provide more benefits for local communities in Sidenreng Rappang Regency. In this context, the development of tourism in the Regency, especially in various rural areas/kelurahan is considered quite significant.

The development of tourism in Sidenreng Rappang Regency certainly requires cooperation and support from the government together with the community Singingi et al. (2021) which conceptually does not only contain the thoughts or ideas of leaders who represent members of policy makers, but also public opinion and public voice, as explained by Dunn et al. (2020). Since the policy-making process is not necessarily worthless, different needs will always influence the policy-making process. Following Anderson's thinking, Tjokroamidjojo (2000), the father of Indonesia's development administration, stated that "policy-making is similar to policy-making and differs in decision-making."

There are three important reasons for developing tourism, namely (1) Tourism is one of the few viable options for accelerating rural economic development. Infrastructure improvements and capital inflows to the Data'e area will be carried out through the tourism industry. Entrepreneurship, and the flow of goods and services that are expected to increase the capacity of the surrounding community. (2) Data tourism is a medium capable of diverting or distributing economic opportunities from urban to rural areas. The shift in economic resource opportunities is important as the Lawawoi subdivision is still mired in a vortex of poverty characterized by poor non-agricultural activities, limited infrastructure, and limited access to essential services. (3) Data can accelerate the tourism industry: (a) growth and economic stability, (b) expanding job opportunities to increase people's income, and (c) repairing and maintaining public services and infrastructure, as well as various abandoned facilities. (e) Handicraft Industry, Tradition and Cultural Identity.

Developing handicrafts, traditions and local cultural identities that are still lacking makes an important contribution to attracting the sympathy of tourists to visit the tourist park of Sidrap Regency. Therefore, the government's awareness of the formulation of more tactical public policies to develop tourism objects is expected to be realized. This is as a result of the existence of such a diverse society, causing so complex demands that make public policies difficult to resolve. The most important thing in public policy is the formulation so that it will greatly determine the success or failure of the public policy made (Sugiharto, 2013). This study tries to

examine the formulation of tourism development planning at the Youth, Sports and Tourism Office in Sidenreng Rappang Regency.

Methods

This research uses a descriptive qualitative approach through case studies. Data was collected through observation, interviews, and documentation. As far as informants are included in the research, informants are subjects who understand information about the object of research as actors and other people who understand the object and research approach. Data analysis used descriptive qualitative analysis.

Results and Discussion

Tourism is a new and relatively young phenomenon, but has an extraordinary growth rate. Even so, tourism is considered to have not yet matured, especially as an academic field. Therefore, tourism requires a breakthrough and local government support to formulate tactics in developing tourism through the formulation of policies which are presented as follows:

Formulation

The results showed that the formulation tactics for developing tourism included formulating a vision and mission, identifying opportunities, threats, internal strengths and weaknesses, setting goals in the long term. This is in line with the view of David (2009:7) which suggests that the process of a tactical management includes three stages, namely: a) formulating tactics, b) tactical implementation and c) tactical evaluation. Developing tactics involves developing a mission vision, identifying external opportunities and threats within an organization, increasing awareness of internal strengths and weaknesses, setting long-term goals, finding alternative tactics, and selecting specific tactics to achieve goals. Implementing tactics requires companies to set annual goals, formulate policies, motivate employees, and allocate resources so that the tactics developed can be implemented. Tactical assessment is the final stage of tactical management and includes: (a) reviewing the external and internal factors underlying current tactics, (b) measuring performance, and (c) taking corrective action.

Developing tourism is one of the tactical issues of Sidenreng Rappang Regency, especially the not yet optimal management of natural resources. This is stated in Regional Regulation 11 Sidenreng Rappang Regency 2011 concerning the Regional Medium-Term Development Plan 2011-2016. Therefore, in this case the local government has a responsibility to be a pioneer in developing tourism data. Related to the Regional Apparatus Work Unit (SKPD), namely the Department of Culture, Tourism, Youth and Sports (Disbudparpora). The vision of the Department of Culture, Tourism, Youth, and Sports of Sidenreng Rappang Regency is to realize "tourism based on nature conservation, local culture, religious values, youth participation and sports achievements."

The mission of the Department of Culture, Tourism, Youth and Sports of Sidenreng Rappang Regency is (1) improving the quality of public services, (2) optimizing regional arts and cultural assets, traditional values, managing historical and archaeological sites, and (3) fostering creativity and increasing youth participation in development, (4) organize training and mentoring for sports potential, (5) identify and expose potential tourist attractions and other supporting potentials

including culture, youth creativity and sports tourism, and 6) optimize the development of tourist attractions, facilities and infrastructure. Development based on people's economy.

Implementation

The formulation of the vision and mission of the Department of Culture, Tourism, Youth and Sports is one step in developing tactics to develop tourism data in Sidenreng Rappang Regency, especially in the Fifth and Sixth Missions. Developing Tourism into Nature Tourism is based on the vision and mission that has been set, in other words Developing Tourism must be in line with the vision and mission (Amerta, 2017). The next step in tactical formulation is to identify the opportunities, threats, strengths and weaknesses of Developing Tourism.

Based on the results of interviews with the Department of Culture, Tourism, Youth and Sports, the identification is as follows:

Opportunity

(1) The system develops tourism that always knows no time limits, and boundaries within the region; (2) The attraction contained in tourism that is managed properly and regularly will certainly generate benefits for the community in the form of a continuous source of income that can be obtained; (3) The attraction contained in the tourism that has been developed will provide welfare to the people who are around the tour.

Threat

(1) The threat of pollution, including air pollution caused by the fumes of tourists coming to visit Sidenreng Rappang district; (2) There is a possibility of a shift in local culture due to the interaction that occurs between local people and tourists who come.

Strength

(1) There is an opportunity because of the tourist attraction owned by the many tourism objects and beautiful natural scenery; (2) There is direct support from the community and to develop existing tourism objects; (3) There is government responsibility because it is an area which of course with regional development can increase regional income through the tourism sector.

Weakness

(1) The low level of human resources in tourism agencies and human resources who are tourism managers have not met the qualifications, such as the level of education possessed by human resources, positions, and skills possessed by human resources in managing tourism; (2) There are limitations of tourism facilities found in tourist locations such as limited road access which is still limited to tourism; (3) There are budget constraints. Based on the formulation of tourism development tactics by recognizing internal opportunities, threats, strengths and weaknesses, it shows if the opportunities and strengths are greater than the emerging threats and weaknesses, so that the Department of Culture, Tourism, Youth and Sports should be able to maximize the tourism development process, so that tourism can get to know tourism.

Evaluation

Based on the identification of opportunities, threats, strengths and weaknesses carried out by the Department of Culture, Tourism, Youth and Sports, the analysis develops Tourism Data as a tourist destination after identifying opportunities. Opportunities and strengths derived from threats, strengths and weaknesses are quite high, where the formulation of development tactics adopted by the regional government of Sidenreng Rappang Regency is a very lucrative position.

Such organizations have the opportunity and power so that they can take advantage of the opportunities that exist (Kirby & Krone, 2002). The tactics applied in this situation are those that underpin an aggressive growth policy. Tactics that support aggressive growth policies can occur because of the large number of resources and opportunities.

This situation allows the organization to maximize existing tactics. Optimizing tactics that underpin aggressive growth policies has the potential to better manage holiday areas. In addition, aggressive growth tactics can provide greater benefits, such as publicizing tours more widely, bringing in more tourists, and creating maximum Original Place Revenue by consistently looking at the synergy of partnerships with the community and the private sector.

To determine the ideal strategy for optimizing tourism, after identification has been carried out, a method is needed to minimize weaknesses and threats and exist. Weaknesses in the policy formula for optimizing tourism, namely tourism internal human energy sources that do not meet several criteria in terms of quality or quantity, limited tourism facilities and infrastructure such as access roads, and limited funds. Weaknesses related to internal human resources for sightseeing can be resolved by organizing training, seminars or other forms that can increase capacity and knowledge related to optimizing tourism. In terms of quantity, the government can carry out the recruitment of new Human Resources by meeting the regulated standards and criteria. One of them is by carrying out HR recruitment that maximizes tourism from alumni of the tourism high school.

Next, to resolve the limited facilities and infrastructure, such as regarding roads, progress correction has been carried out. Roads to tourism objects have begun to be repaired by the Government to facilitate travelers. Such as the ease of access through road widening efforts, it is desirable for travelers to be able to carry out sightseeing trips comfortably. Next, regarding the limited funds, the Department of Culture, Tourism, Youth and Sports has attempted to raise funds and establish cooperation with other departments related to tourism activities, such as the Ministry of Tourism and Creative Economy, the Department of Transportation, and Highways. Apart from that, cooperating with the private sector will also minimize the limited funds in the provision of tourism facilities and infrastructure.

The next long-range goal setting is optimizing the main functions and tasks of the Department of Culture, Tourism, Youth and Sports. The determination of such long-range objectives is stated in the Regulation of the Regent of Sindereng Rappang Number 43 of 2007 regarding the Job Description, Functions, and Work of the Office of Culture, Tourism, Youth and Sports. For the search for tactics as an option, the Department of Culture, Tourism, Youth and Sports intensifies marketization through promotions with various media. As a result, the selection of strategies to

optimize tourist attractions as tourism objects is based on a list of priorities and the addition of holiday facilities that have been included in the priority list of important things

Conclusion

According to the results of the study, through the formulation of tactics to optimize vacation objects, which are carried out by optimizing the role of each good governance in maximizing vacation spots as tourism objects in Sidenreng Rappang Regency, the desired potential has created can be an asset to seek community welfare and develop income that is profitable. Original (PAD). The role of each stakeholder should run in harmony and not harm each other. Every policy taken to run and optimize vacation spots as tourism objects should be evenly distributed, so that there is no imbalance in optimizing tourism, although there is a consistent list of priorities for maximizing tourism.

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