ASHA PUBLISHING

JOURNAL OF SOCIAL SCIENCES AND ECONOMICS



Volume 1, Issue 1, 2024

E-ISSN: 3047-5007
Journal of Social Science and Economics (JOSSE)
https://journal.ashapublishing.co.id/index.php/josse/index

The Role of the Tourism Office in Tourism Development in Selayar Islands Regency

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ARTICLE INFO
Article History
Received 20-02-2024
Accepted 26-04-2024

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ABSTRACT

The Role of the Tourism Office in Tourism Development in Selayar Islands Regency is an agency that plays an important role in developing or changing in terms of tourism in the region, especially in Selayar Islands Regency. This research method used is descriptive research located at the Selayar Islands Regency Tourism Office. For data collection carried out by researchers are observation, interviews and documentation. The data of the results of the study managed by researchers using Spradley data analysis techniques.From the results of this study can be used as a consideration and reference for making policies or future decisions in order to build and develop tourism in Selayar, so that tourist attraction objects can or can be managed properly by the tourism office, because many researchers previously they were only researchers about the income obtained by the agency Tourism in terms of attractions.

Keywords: Role; tourism; development

INTRODUCTION

Tourism is an activity related to recreational travel. Tourism is one of the prima donna factors that need to be improved and developed by countries in the world, including in Indonesia, in increasing their income apart from oil and gas and taxes (Akib et al., 2023; Arhas et al., 2021; Rahman & Ritri, 2022; Said, Akib, et al., 2017). Indonesia with abundant tourism diversity potential is able to overcome the problems faced by the Indonesian nation that are fundamental for economic strengthening. Tourism has a very important role in national development, because in addition to generating income it is also a producer of visas for the country (Baharuddin et al., 2017; Said, Wahidiyat, et al., 2017; Winarto & Niswaty, 2015).

Sulawesi Island is one of the large islands that has many tourist attractions in Indonesia. One area that has tourist attractions to be developed is Selayar Islands Regency. Of these potentials, there is a potential that is highly favored in Selayar Islands Regency, namely the potential for beach and marine tourism objects. In order to implement regional autonomy, local governments have a function to develop regions based on the potential that exists in their respective regions such as fisheries, agriculture, and tourism potential. Currently, the Islands Regency is intensively promoting tourism to the outside world.

As a tribal area surrounded by the ocean, namely Selayar Island so that the development of the potential of tourist attractions both marine and beach tourism is based on Regional Regulation of Selayar Regency Number 7 of 2011 Concerning Tourism Development Master Plan, 2011 Article 9 letter E is to make Selayar Islands Regency a national and international tourist area with a development orientation towards natural tourism and cultural tourism and placing other types of tourism as companions based on the balance between market demand and existing potential. In order to develop tourism and refer to article 9 letter E of the Regent Regulation of Selayar Islands Regency No. 7 of 2011 concerning the Master Plan for Tourism Development, it is necessary to arrange various tourism objects in a systematic, directed and sustainable manner by completing all supporting facilities. But based on Law of the Republic of Indonesia Number 10 of 2009 Concerning Tourismn bahwa pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan oleh masyarakat, pengusaha, pemerintah, dan pemerintah daerah. Namun pada kenyataan Dinas Pariwisata Kabupaten Kepualaun Selayar belum mampu menyediakan fasilitas serta layanan yang harus disediakan di suatu tempat objek daya tarik wisata yang mampu atau yang bisa d tingkatkan serta di kembangakan.

However, it must be admitted that there are still many supporting facilities in tourist attractions in Selayar Island Regency whose conditions are still poorly paid attention to by the government. In addition, the facilities and infrastructure in the tourist attraction have not been fixed or improved so that tourists from inside or outside visit the tourist attractions less. This happens because the government also prioritizes new tourist attractions over existing tourist attractions and has uniqueness and attractiveness that is different from others. So that many tourist attractions that have the potential to be developed are not seen superiority.

METHOD

This research is a descriptive research using a qualitative approach. This study aims to determine the role of the tourism office in the development of tourism in Selayar Regency. This research was conducted at the office of the Tourism and Culture Office of Kepualaun Selayar Regency. Data collection techniques used in this study are observation, interviews, and documentation which then the results of the study will be described in accordance with the results of data processing that has been carried out (Suprianto, 2024). This study uses the type of primary data generated from interviews and direct observations by researchers and secondary data obtained from literature materials, literature studies and data available at the Selayar Regency Tourism Office so that the data obtained and obtained are really real.

To obtain accurate information and data, in choosing informants must meet the criteria and be considered to be able to provide data in accordance with research needs, the informants in this study are the Head of the Tourism Office, Head of the destination sector, Head of cultural affairs, head of the marketing sector, and the head of planning. In this study to find data and information related to various policies and decisions made by the tourism office in developing tourist attractions in Selayar Islands Regency using interview media in the form of interview guidelines, voice recorders, cameras, and then the data obtained will be processed and analyzed using Spradley analysis techniques, namely anatomical analysis, taxonomy, and compenential.

RESULT AND DISCUSSION

Initially, the Tourism and Culture Office of Selayar Island Regency was formed in 2001 based on Deerah Regulation Number 3 of 2001 under the name of the Tourism Office, where in that year it only had three fields, namely marketing, destination, creative economy and

human resources and tourism. Then in 2006 the Tourism Office again changed its name based on Regional Regulation Number 2 of 2006, namely the Department of Tourism, Arts and Culture. In 2006 it also had four fields or four sections, namely marketing, destination, creative economy, and human resources. Two years after the issuance of Regional Regulation Number 2 of 2006 under the name of the Department of Tourism, Arts and Culture, the government of Selayar Islands Regency again changed the name to the Department of Culture and Tourism which is regulated in Regional Regulation Number 3 of 2008, in 2008 the Department of Culture and Tourism also has four sections with the same field name in Regional Regulation Number 2 of 2006. In 2016 Regional Regulation Number 3 of 2008 was again changed its name and improved so that the name of the Culture and Tourism Office was again changed its name to the Tourism and Culture Office which is regulated in Regional Regulation Number 2 of 2016.

The Role of the Tourism Office as a Motivator

Seeing the many tourist attractions in Selayar Islands Regency, of course, the special role that must be carried out by the Selayar Islands Regency Tourism Office must be able to be a motivator for entrepreneurs, owners of tourist attraction objects and investors. This motivator process is carried out after determining the object of tourist attraction in a place or area where the tourist attraction has the potential to develop. Based on the results of the interview, it was explained that the form of motivator carried out by the Tourism Office of Kepualaun Selayar Regency in carrying out tourism development is to make direct visits to tourist attraction objects or to the managers of tourist attraction objects, which aims to provide suggestions and views on what needs to be improved by tourist attraction managers, Then the form of motivator carried out is to provide assistance and training to its partners, and the last is to provide assistance to partners of the Tourism Office.

Motivators are related to providing encouragement or support to the community or to entrepreneurs, investors and managers of tourist attractions. With the motivators given, it will provide stimulation to the community so that it will change the mindset (Darwis et al., 2019; Nasrullah et al., 2022; Sirait et al., 2019). The Tourism Office of Kepualaun Selayar Regency which is an agency or institution that manages tourist attractions or objects must always be a driver for entrepreneurs, investors and managers of tourist attractions. By socializing the importance of tourism development, conducting training to tourism human resources to create human resources who are able or ready to compete in the industrial world, especially in the field of tourism, then providing certificates to local operators, so that this will make it easier for local operators to find or open job vacancies. As well as providing financial support for small and medium enterprises.

The role of local governments as motivators is needed so that tourism business continues to run. Investors, communities, and entrepreneurs in the tourism sector are the main targets that need to continue to be motivated so that tourism development can run well. It is undeniable that the tourism development process cannot be separated from the support of investors, tourism entrepreneurs, and the community. Investors as capital owners can invest in tourist attractions.

The role of the government as a pioneer in tourism development is that the government not only carries out its function as a policy formulator and preparation of development plans, but also as an implementer of innovative development that is able to solve various challenges and limitations that exist.

However, so far the efforts that have been made by the Selayar Islands Regency Tourism Office in motivating community researchers, entrepreneurs, investors and managers of tourist attraction objects researchers have not been massive, this can be seen from the many tourist attractions in Selayar, only a few tourist attractions that can be managed by the tourism office, Even then, the tourist attractions he manages are not directly managing but are handed over to Village-Owned Enterprises (BUMDES)

The Role of the Tourism Office as a Facilitator

After the Tourism Office in Selayar Islands Regency has determined the tourist attraction object that has potential and it has been agreed that the tourist attraction will be developed by the tourism office and cooperate with BUMDES in the context of its development. In order to be able to create good tourist attraction objects and be able to compete, the role of the tourism office in addition to being a motivator for entrepreneurs, investors and managers of tourist attraction objects, the tourism office must be able and able to provide comfort to visitors or tourists visiting tourist attractions in Selayar Island Regency. Based on the interviews conducted, it can be said that the role of the tourism office carried out is to provide all the supporting facilities in the tourist attraction, with the facilities provided, it will make it easier for visitors to carry out their activities or holidays in tourist attractions, then the Selayar Islands Kabuapten Tourism Office provides facilities by providing training for the development of tourism human resources and provision of facilities for creative economy actors in Kepualaun Selayar Regency.

As a facilitator of tourism potential development in Selayar Islands Regency, the role of the tourism office is to provide various facilities, both physical and non-physical. Some actions or efforts that have been made by the tourism office are providing or providing advice and existing infrastructure on tourist attractions that have the potential to be developed, one of the actions or policies carried out by the Selayar Islands Regency Tourism Office is to provide facilities and build photo spots in tourist attractions.

With the limited budget owned by the Tourism Office in Selayar Islands Regency, the tourism office as the agency in charge of it must spend a lot of costs or a large budget in order to develop its tourist attractions, this happens because of the lack of community participation to jointly build tourist attractions in Selayar Islands Regency.

In addition to being a motivator, the local government must be a facilitator, explained that as a facilitator of tourism potential development is to provide facilities and infrastructure of tourist attractions, facilitate the development of tourist attractions, provide information related to tourism economic potential. The role of the government as a catalyst states that the government must be able to take into account all influential factors in national development (Padatu & Akib, 2018; Sanjaya et al., 2022; Sunusi et al., 2014).

The results showed that the role of the tourism office as a facilitator was still not optimal, this was due to the fact that many tourist attractions had the potential to be developed but because there was no government touch in this case providing supporting facilities to make the tourist attraction objects invisible to the public.

The Role of the Tourism Office as a Dynamicator

In order to develop tourism in Kepualaun Selayar Regency, the party in charge of this, namely the tourism office, must be able to create cooperation with other parties or other agencies, in order to be able to support the goals of the tourism office and support the vision of the Regent of Kepualaun Selayar Regency. Therefore, the tourism office must build good cooperation with the local government, especially regions or places that have tourist attractions, so that with the creation of good cooperation between institutions, the goal will be easily achieved or implemented quickly and precisely. Based on the results of interviews regarding the role of the tourism office as a dynamicator, the Tourism Office of Kepualaun Selayar Regency in order to increase tourists or tourist visitors to tourist attractions in Kepualaun Selayar Regency needs to be carried out by working partners or collaborating with various parties or other agencies, in that way in the context of developing tourism in Selayar Islands Regency it is able to increase local original income, In addition to the largest income from taxes, then it is also able to open job vacancies to the community or tourism human resources

One of the actions or policies carried out by the tourism office in the context of developing tourism in Selayar Islands Regency has carried out or carried out cooperation from various sectors. Collaborative efforts made to make it easier to realize one of the goals of the Tourism Office are to make Selayar Islands Regency a world tourist attraction.

In addition to being a motivator and facilitator, local governments must also be dynamicators In order for ideal development to take place, the government, the private sector and the community must be able to synergize well (Armin et al., 2019; Asmara & Artisa, 2021). Local governments as one of the stakeholders of tourism development have a role to invite all elements to work together.

The government acts as a provider of guidance or direction to the community aimed at good attitudes, actions, behaviors and ways of working that can be used as role models for the community in carrying out development (Aulya et al., 2016; Hasyim et al., 2019; Muhtasom & Ab, 2019). Based on the results of the research that has been done, the dynamicator or cooperative relationship carried out by the tourism office with other agencies according to researchers still needs to be improved or less than optimal. This is cooperation with the Public Works Office for access to these tourist attractions, the reason researchers say that the form of dynamization of the Selayar Islands Regency Tourism Office still needs to be improved because there are still many road access to tourist attractions that are poorly improved, then the working relationship with the Public Works Office, the Tourism Office must also increase work to the Transportation Office in terms of providing road directions or road signs to Tourist attraction, because there is still a lack of street signs or signage sometimes visitors make mistakes.

CONCLUSION

Tourism development carried out by the Tourism and Culture Office of Selayar Islands Regency includes 3 indicators, namely motivator, dynamicator, facilitator. Based on the results of the study, it can be concluded that the implementation of these three elements or indicators can be said by researchers that the role of the tourism office in carrying out tourism development by referring to or based on these indicators is less than optimal.

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