



Local Government Strategy in Managing Objects Marine Tourism in Banggai Laut District

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INFO ARTICLE

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Keywords:

area;
government;
nautical;
strategy;
tourist.

ABSTRACT

Marine tourism is one of the tourist attractions of Banggai Laut Regency. Marine tourism is a major industry in Banggai Laut Regency, but it is less popular and attracts fewer visitors than other tourist destinations. If you want to draw public interest, there has to be a local government strategy in place to manage maritime tourism. Of course, the tourist business is strongly dependent on public trust. The federal and local governments should strive more to reestablish the tourism business during the pandemic. The goal of this research was to identify and investigate the local government's plan for managing maritime tourist items in Banggai Laut Regency. This study employs a descriptive method with a qualitative approach. According to the conclusions of this study, the Banggai Laut Regency's local administration has not yet optimized its plan for managing maritime tourist items. This is due to the local government's present concentration on other beaches that have been under control for a long time, as well as the importance of pandemic prevention from all angles, including the tourism business. construct amenities and infrastructure, and ensure tourist safety.



INTRODUCTION

The administration of any country's tourist sector is critical, from strategy to implementation to oversight (Akbar et al., 2020). The tourism industry in Indonesia has enormous potential. In general, the tourist business in Indonesia has expanded fast. Even the tourist industry is consistently ranked among the top three foreign exchange donors to the Indonesian government (Pebriana et al., 2021). Tourism also expands the role of supporting businesses in both the public and private sectors, including travel agents, souvenir industries, tourist items and attractions, hotels, restaurants, and human resources (Fitriana, 2018).

Tourism is a journey or tourist activity undertaken by a person within a specific time frame to various locations, with specific aims for enjoyment or other things in order to satisfy his wants (Fikri & Rusdina, 2022). Tourism is an essential component of national development when it is carried out in a methodical, planned, integrated, sustainable, and responsible way, while also protecting religious values, societal culture, environmental sustainability and quality, and national interests (Wardana et al., 2020). Tourism is part of the community's culture in terms of how people spend their time in order to please themselves and others (Adelina et al., 2022).

Areas with strong tourism potential and development potential are demands for the region to maximize this potential (Kuswandi, 2020). Tourism is a vital industry for regional growth, especially now that legislation governing regional autonomy are in place. This activity is carried out as one of them because the local community has money that can be depended on for the region's prosperity, one of which is through tourist operations (Hanum & Saifudin, 2019; Tamuntuan et al., 2019). The significance of expanding this industry stems from the numerous prospects for regional revenue that may be acquired if this sector is developed efficiently (Buhang, 2020). This emphasis on tourism business development can be owned and managed by the community, businessmen, government, and local governments in the form of independent business management and management in the form of cooperation between owners and management of various parties or stakeholders, providing prospects for the growth and development of the regional economy with the goal of prospering the community (Ismail, 2020).

As an archipelagic country, 70% of Indonesia's territory is ocean, with a 99,093-kilometer-long coastline rich in marine economic resources, particularly substantial fishing resources (Ginting et al., 2018). With such a broad extent, maritime Indonesia must have a diverse set of biological and non-biological marine resources. Furthermore, the majority of Indonesians rely on the sea for a living, passing down local expertise, ways of life, and household economic dependency from generation to generation in order to employ marine resources to satisfy their daily existence (Touwe, 2020).

The sea and territorial seas contain a plethora of marine resources that have the potential to be harnessed and processed. The territorial waters or the sea offer a promising business environment, serving as a vehicle or facility for many forms of economic and development operations (Rakhman et al., 2020). The development of maritime tourism is primarily centered on the scenery, environmental features, art and cultural idiosyncrasies, and community characteristics as the primary strengths possessed by each location (Pasaribu et al., 2022).

The Sulawesi Sea, Makassar Strait, Banda Sea, southern Flores Sea, and the western part of Tomini Bay, which surrounds the volcanic island of Una-Una, have deep waters. On the other hand, a large and relatively shallow platform spans from southern Sulawesi to the Indonesian Archipelago, along the Banggai-Sula spur, and from eastern Sulawesi to the Indonesian Archipelago (Ambo-rappe & Moore, 2019). Banggai Laut Regency in Central Sulawesi Province is one of the tiny islands that lacks basic infrastructure. Banggai Laut Regency is a distinct regency from Banggai Kepulauan Regency (Sunarti, 2018). Banggai Laut Regency was established in accordance with Law Number 5 of 2013 Concerning the Establishment of the Banggai Laut Regency. Banggai Laut is the consequence of the split of the Banggai Islands Regency, which has the capital city of Banggai with an area of 725.67 km², 7 sub-districts, and 66 sub-districts (Keintjem & Murni, 2022). Banggai Laut Regency is a coastal region with a sea area of about 6,671.32 km², accounting for approximately 72.83% of the total area. It is made up of various islands that are linked together in social, economic, and governmental activity. There are seven (7) sub-districts split across four (4) key islands, with four (4) sub-districts on the largest island, Banggai Island,



and three (3) sub-districts each on Bangkuring Island (Bangkuring sub-district), Labobo Island (Kec. Labobo), and Pulau Bokan (Kec. Bokan) (Sappe et al., 2019).

As a new autonomous region, it is appropriate to have potentials that can stimulate the regional economy, which means that the potential for marine tourism must be considered by the Regional Government, particularly the Tourism and Culture Office, which plays a critical role in setting policies on potential management and development. Bone Bulusan Beach Tourism in Kelapa Lima Village is a popular tourist destination. Further management by the local government, particularly relevant agencies, is required to promote the potential of maritime tourism in Banggai Laut Regency in order to make it more appealing and in high demand by the community.

The appearance of cases of the Covid-19 epidemic has had a substantial impact on Indonesia's social economy, particularly the tourist industry. The tourism industry has been hit hard by the Covid-19 outbreak. According to the most recent Central Statistics Agency (BPS) data, the number of foreign tourist arrivals in Indonesia between January and August 2020 reached 3.41 million visits. When compared to the number of tourist arrivals to Indonesia in the January-August 2019 period, which reached 10.71 million visits, this condition has fallen by 68.17 percent (Argenti & Purnamasari, 2021). The recovery of the economy's driving force, tourism, must go hand in hand with controlling and dealing with the Covid-19 pandemic. Concern and discipline in implementing health protocols are essential for restoring tourism in a new era during the Covid-19 pandemic.

Table.1
Number of Annual and International Tourist Data Recapitulation
In Banggai Laut District

NO	TYPE OF TOURIST	YEAR						
		2015	2016	2017	2018	2019	2020	2021
1	2	3	4	5	6	7	8	9
1	ARCHIPELAGO	1.432	31.509	31.652	47.500	40.041	22.041	10.306
2	FOREIGN COUNTRIES	14	182	150	266	161	49	33
	TOTAL	1.446	31.693	31.802	47.766	40.202	22.816	10.339

(Source: Department of Tourism and Culture of Banggai Laut Regency)

Based on the data above, it can be concluded that there has been a decrease in tourist arrivals both domestically and internationally; in 2019, the number of visitors increased; in 2020, the number of visitors began to decline; and in 2021, the number of visitors decreased dramatically due to the covid-19 pandemic. As a result, the local government in Banggai Laut Regency must pay attention to and revitalize the marine tourism sector.

Research and writings on local government strategies in tourism management, there are several studies that have been carried out by several researchers related to tourism. (Reygien Annike Palumpun, Hyronimus Rowa, 2019), examines tourism management strategies in increasing local revenue in Tanatoraja district, South Sulawesi province. (Khairunnisa et al., 2018) examines the strategy formulation of the Central Lombok Regency Tourism and Culture Office to increase tourist visits on the South coast of Central Lombok. (Mutiara et al., 2018) examines the Potential of Long Beach Tourism Development in Bengkulu City from the Perspective of Environmental Conservation. (Pratiwi, 2019) examines the strategy of the Tourism Office in the development



of tourism in the city of Surakarta during the Covid 19 pandemic. Meanwhile, (Abidjulu, 2015) tourism management strategy of wera saluopa waterfall in Poso Regency.

While the focus of this study is on local government strategies for developing marine tourism objects in Banggai Laut Regency. The community is given the greatest possible role through regional autonomy, and this role is given in the form of authority to regulate their own household affairs, in the hope that a dignified, prosperous, and equitable society will be formed throughout Indonesia (Husin, 2019). As a result, it is necessary to conduct a predetermined target analysis. If the target is met in accordance with what was previously planned, it is said to be effective; if the target is not met in accordance with what was previously planned, it is said to be ineffective. This study employs Ridwan's (2012) theory by employing five dimensions of theoretical indicators: the local community approach, the sustainable approach, the systemic approach, the regional approach, and the supply and demand side approach.

METHOD

The author employs a descriptive method with a qualitative approach in this study. The qualitative approach seeks detailed information about the problem to be solved as well as the collection and analysis of narrative data (Herawati et al., 2021). Primary and secondary data sources were used in this study. Primary data is information gathered by researchers through direct observation and observation, as well as interviews with informants. The respondents are chosen based on their answers, which are based on their expertise and knowledge. This method is expected to make it easier for researchers to identify potential respondents based on a set of predetermined criteria (Tarigan et al., 2018). Secondary data is obtained via intermediary media or indirectly in the form of books, records, existing evidence, and archives, both published and unpublished (Sugiyono, 2017).

In this study, the data analysis method of the Miles and Huberman model (Sugiyono, 2017) is used, which is divided into three activities: data reduction, data presentation, and conclusions or verification. Data reduction can be viewed as a selection process that focuses on simplification, abstraction, and rough data derived from field notes. During the data collection process, data is reduced. Data reduction entails summarizing, selecting the main points, focusing on the important points, and searching for themes and patterns (Sugiyono, 2017). To reach a conclusion, data is presented by describing the results of interviews in the form of descriptions with narrative texts and supported by documents, both photos and similar images. Drawing conclusions is the activity of conducting continuous verification throughout the research process, specifically during data collection. The author attempts to analyze and look for patterns, themes, similar relationships, recurring themes, hypotheses, and so on, which are outlined in preliminary conclusions. The essence of a series of research categories based on observations and interviews was used to draw conclusions in this study (Sugiyono, 2017).

The study was conducted in 2021 for three months (August, September, and October) with a total of six informants:

1. Head of Tourism Destinations, Department of Tourism and Culture of Banggai Laut Regency.
2. Member of the DPRD Commission III on Economy and Tourism.
3. Tourism Manager at Coconut Lima Beach
4. Visitors from other countries.

RESULT AND DISCUSSION

Observations that become a potential problem for marine tourism in Banggai Laut Regency include the lack of supporting facilities such as small houses for tourists to relax, banana boats, jetskis, bathing places for tourists to clean themselves, a place to change clothes, and the absence of souvenirs that tourists can bring and return. Furthermore, the beach is not kept clean, the state of the tourist attractions has no signal, and access to the gate is not yet available. There is no parking, and access to tourist attractions is still via a garden road. This is because the beach's manager and the village government do not have enough funds to turn it into a popular tourist



attraction. As a result, they hope that the Regional Government, in this case the Banggai Laut Regency's Department of Tourism and Culture, will pay attention to the marine tourism object.

Aside from the uniqueness of the white sand, which changes twice a year, there are several other factors that must contribute to the attractiveness of this tourist destination, including views such as the surrounding natural conditions filled with unspoiled trees, a fairly wide expanse of sea and slightly choppy, long white sand rustles, and a light breeze. The beach is large enough for tourists to play, lie down, build small houses for tourists to relax in, and sell to the surrounding community. Tourists can use jetsky and banana booty to enjoy the beautiful sea view. Furthermore, the addition of coral reefs should be considered to supplement the tourist attraction. So that tourist activities are not limited to the beach and the ocean. They can, however, participate in activities beneath the sea, such as snorkeling and admiring the beauty of the underwater world at Bone Bulusan beach in Kelapa Lima Village.

Marine tourism objects in Banggai Laut Regency have the potential to be used as tourist attractions, as evidenced by the beauty of the sea's clean white sand, the good and pleasant natural surroundings, and weekend visits from tourists praising the beauty of the sea. the beach in Banggai Laut Regency, and to compare it to the beach on Bali's God's Island. They also suggested that the beach in Banggai Laut Regency be properly managed so that it generates local revenue.

Table.2
Number of Tourist Visits

NO	YEAR	NUMBER OF TOURISTS
1	2017	31.802
2	2018	47.500
3	2019	40.202
4	2020	22.816
5	2021	10.339

(Source: Department of Tourism and Culture
Banggai Laut Regency 2021)

Tourist visits can be optimized to benefit the local economy. One of the goals of this research is to promote general well-being. When we talk about welfare problems, we are talking about economic sector problems, which are very suitable for national goals. To achieve a good economic situation, we must, of course, increase income in the tourism sector. By utilizing all of Banggai Laut Regency's tourism potential, the local community must be prioritized, as this has a significant impact on job creation, particularly for the local community, who in this case are the indigenous people of the area. The second point is that the quality of the local community will improve as a result of knowledge, skills, and abilities (skills) such as how to maintain and care for these tourist objects, as well as how to produce works such as handicrafts that can generate income while introducing tourists to local culture. By improving the quality of local people's human resources, they will become masters of their own land, capable of actively participating in the management and development of tourism objects in Banggai Laut Regency.

The local government's strategy for developing the potential for marine tourism in Banggai Laut Regency has already begun. This is done in accordance with Article 30 of Law Number 10 of 2009, which states that tourism businesses must be registered. According to article 4 of Banggai Laut Regent's regulation number 22 of 2015 regarding the general function of the Tourism and Culture Office, the local government has not yet formulated it because their initial program is to record the existing tourism potential. As a result, before developing policies, local governments should consult with experts in the field to ensure that they are properly implemented in the future, such as user fees and other forms of management. The task of the local government in tourism administration is to collect data on tourism potentials, administrative problems in managing tourism objects, and development of tourism objects.



With the absence of policies relating to the development and implementation of tourism-related tasks. As a result, the researcher concludes that the local government must be able to evaluate each agency's performance. Whether it works or not, and how we can overcome the obstacles. The tourism and culture department is responsible for the following aspects of tourism management:

1. Organizing and developing tourist attractions and objects
2. Develop human resources in the fields of facilities and infrastructure, as well as tourist attractions.
3. In the context of developing facilities and infrastructure, as well as tourist objects and attractions, coordinate with other relevant agencies.
4. Perform tourist attraction supervision, control, and management.
5. Development of a master plan for the development of regional tourism assets.
6. Complete any other tasks delegated by the leader.

CONCLUSION

Based on the findings of a study on the Regional Government's strategy for managing marine tourism in Banggai Laut Regency, the following conclusions can be drawn:

According to existing tourism development planning theory, it means determining whether the local government can maximize or not. Then we'll see how well local governments carry out their responsibilities and functions in accordance with laws and regulations. Local governments must therefore be able to work as much as possible. The related agency in this case, namely the Department of Tourism and Culture of Banggai Laut Regency, is in the tourism sector, and thus its role is related to tourism. According to existing theory, management is very important for management problems, because management will make an activity neatly arranged according to the plan or goal to be achieved. Tourism is a variety of tourism activities that are supported by various facilities and services provided by the community, businessmen, government, and local governments. In order to generate revenue, it is necessary to have management, structuring by the Department of Tourism and Culture as an agency that has duties and functions in this field.

According to the existing marine tourism objects, Banggai Laut Regency, as a district that has not bloomed in a long time, has the potential for marine tourism objects that can increase Regional Original Income (ROI). However, many of the many marine tourism potentials that exist have yet to be managed. This is evident at the Bone Bulusan beach in Kelapa Lima Village, where there are no facilities such as road access, houses to relax and stay overnight, entrances, and so on. In terms of management, in order for a tourist attraction to be appealing, it must have characteristics that distinguish it from other tourist objects aside from its natural beauty. Cultural aspects, for example, are the most important factors to consider in management; each region has its own culture. The role of culture, for example, in the form of art that can be displayed and performed, home designs for relaxing and lodging with Banggai characteristics. Guidance on the quality of human resources, particularly in the local community, in this case the Village of Kelapa Lima, needs to be improved, for example, in terms of establishing relationships and developing regional special products with a high selling value. The community can play an active role in the management and development of tourism objects if adequate human resources are available.

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