

Strategy for Sustainable Development of Tourism Destinations in the East Beach of South Sulawesi Indonesia

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United Nations World Tourism Organization (UNWTO) recognizes tourism as a leading sector and is one of the key success factors in a country's regional development and prosperity for the community. This sector has provided 10.13 million jobs and has generated national foreign exchange of 10 billion USD during 2015-2019. According to the Travel and Tourism Competitiveness Report 2015 by the World Economic Forum (WEF), in ASEAN, Indonesia is ranked fourth after Singapore, Malaysia, and Thailand. The purpose of this study is development of sustainable tourism destination in the east beach of south Sulawesi. This research is qualitative approach. The potential of tourism in Sinjai can be seen from three aspects such as: 1) the potential of natural tourism that consists of 35 natural attractions which are spread in each district, 2) the potential of the region's history and culture that consists of 71 destination spots, 3) the potential of artificial tourism. The nature and character of the community is reflected in the democratic system. Political communication between the states built through the courtesy of and mutual respect, and uphold the values of mutual cooperation. The policy for developing sustainable halal tourism destinations on the east coast of South Sulawesi can take place by developing strong cooperation among local governments, private sector and wider community.

Key words: *Development, Policy for tourism, Sustainability, Halal Tourism, and Destinations.*



Introduction

In 21st century, focus towards tourism as a leading sector of economic development has been increased. This happened because the tourism sector brings benefits and advantages for the country (Jermisittiparsert, Joemsittiprasert, & Phonwattana, 2019). United Nations World Tourism Organization (UNWTO Tourism Highlights, 2014) recognizes that tourism is a leading sector and is a key factor in a country's regional development and prosperity. Tourism has experienced continuous expansion and diversification and has become one of fastest growing sector. Data from the UNWTO shows that the tourism sector's contribution to the GDP of world is almost 9%, whereas one out of every eleven jobs created by tourism sector. While this sector's contribution to world export is valued of 1.4 trillion USD, equivalent to 5 % of world's total exports. UNWTO estimated that by 2030, number of international tourists visiting tourist destinations of the world will reach 1.8 billion people and the number of domestic tourist will be as much as 5-6 billion people.

Since 1978, Republic of Indonesia has continued to develop tourism. People's Consultative Assembly (MPR) has passed decree No. IV / MPR / 1978, which states that tourism sector need improvement and expansion in-order to increase foreign exchange earnings, increase in employment and to introduce the Indonesian culture among tourists. Indonesia is a country with thousands of islands (archipelago), has diverse natural beauty and its population is comprised of hundreds of tribes. This country has lot of potentials in tourism sector, because of not only its natural beauty but also socio-cultural diversification. Well-managed tourism destinations is a key factor in job creation, business development, and the development of infrastructure.

During the period of 2102-2014, tourism development earned 10 billion USD, which is 4% of GDP and ranked at 4 for earning foreign exchange after oil, gas, coal and palm oil. This sector has also provided 10.13 million jobs. Sinjai is district in South Sulawesi province has the sea, land and mountains with an area of 223 km² and has a population of 238,099. This area has lot of tourist spots. One of them is Island Sembilan which consists of a cluster of nine islands with clear sea water. Of the nine islands, Larea-Rea is an excellent choice for tourists. Outspread white sand beaches and crystal clear sea water make its look exotic. Based on the results of interviews conducted on January 15, 2018 Head of Tourism and Culture of Sinjai, Yuhadi Samad stated, "for the development potentials of tourism, response of local governments is very important, but it is very difficult to develop tourism just rely only on government funding. Of course we hope for all stakeholders in Sinjai to participate and we also need investor in the development of tourist attractions. There are several potential sites on the South Coast in Sinjai which need attention of local government and investors."

In addition to maritime, Sinjai also has the charm of mangrove forest located in the village Tongke-Tongke, in eastern Sinjai district. Mangrove forest is a central part an area of 173.5 hectares. These forests can be enjoyed by walking through a solid bridge of ironwood establish long hallways that are connected to each other. Visitors can also rent a speed boat to get around and to enjoy the scenery of mangrove forest. Sinjai district also has an archaeological park name Batupake Gojeng located in village Biringere in north of Sinjai district. Located on the hill with height of 125 meters above sea level, this archaeological park is unique because it contains the various antiques of thousands years old history. Archaeological Park has its own historical value because of the presence of natural stones of various sizes. One of the stone square hollow (the largest) is still believed by the community around the site as a tomb of King Pake Gojeng. From the top of this Gojeng Batupake one can see downtown of Sinjai with beautiful natural scenery backed by the green mangrove forest.

Literature Review

The Concept of Tourism

Etymologically, tourism is derived from Sanskrit. Tourism is defined as travel from one place to another with intent and purpose (Simanjuntak, cape, and Nasution, 2017: 1). Tourism included wide range of tourist activities and it is supported by variety of facilities and services provided by the society, entrepreneur, and local governments.

According to Yoeti (2003) term voyage referred as tourism trip if: 1) the trip is done from one place to another, outside the residence of the person used to live; 2) The purpose of the trip purely for fun and do not live in a place or country visited; 3) solely as a consumer in the place visited.

According to Wahab cited by Main (2017: 2) tourism contains three elements:

- Man: an element as the perpetrator of tourism activities.
- Place: The physical elements covered by the activity itself.
- Time: Duration of trip spend at tourist place.

Based on these elements, tourism is a new industry that can increase the economic growth in terms of employment, income, living standards and other production sectors in host country. The concept and definition of tourism, rating and classification needs to be determined due to its dynamic character.

Basically, the travel activity consists of several components that need to understand. Traveler is a main character in tourism activities.

Elements of Geography: Tourists movements take place in three geographic areas:

- Area of origin
- Transit area
- Destination Region

Yoeti (2016: 8) provided criteria or conditions for a journey to be called a sightseeing trip:

- Travel made from one place to another. The trip is done outside the residence where the person lived.
- The trip is done at least 24 hours or more, except for excursionist (less than 24 hours).
- Purpose of the trip is purely for fun.

The travelers should spent the money taken from their home.

Tourism Destinations

According to Law 10 (2009), tourism destination is a geographical region, which has tourist attraction, tourism facilities, and accessibility. Public and tourists are interrelated to each other and important for the tourism activities. According to Government Regulation (2009) tourism is no longer relevant to mention a tourist destination (Suryadana & Octavia, 2015: 5). Importance of tourism destinations also mentioned by the UNWTO in 2004 which stated that tourism destinations is an area or region that has a physical or administrative boundaries to be certain that tourists visit the destination by spending at least one night at the site and there is are tourist attractions, and the facilities that can have an impact on the management aspects, while the image and perception attached to these destinations will have implications for the developmental aspects of the competitiveness of the market.

Hanief & Pramana (2018: 29) concluded that tourism destinations is an area which covers a specific geographic region that have components such as tourist attractions, tourism service facilities, and accessibility.

Karyono (Hanief & Pramana, 2018: 30) stated development of tourism destinations should include the main components such as:

- 1) *Attractions* (Fascination): includes nature, culture, events, artificial (zoo, museums etc).



- 2) *Accessibility*: everything that supports the accessibility such as transportation system, transportation routes, airport facilities, terminal and transport modes etc.
- 3) *Amenitas*: include the tourism industry supporting facilities, such as accommodation, catering services, travel agencies, money exchange facilities etc.
- 4) *Ancillary Service* (Facilities Support), such as the Bank, home Sakir, postal services, telecommunications etc.

Development of Tourism Destination

The aspects that need to be known in the planning of tourism are:

1. Traveler (Tourist): To know in advance the characteristics of tourists who will visit.
2. Transportation: To Know beforehand transporasi provided or that will be used.
3. Attractions:

How object attractions that will be sold, whether it meets the three conditions as follows:

- What can be seen.
- What can be done.
- What can be purchased in tourist destinations, which are going to be visited.

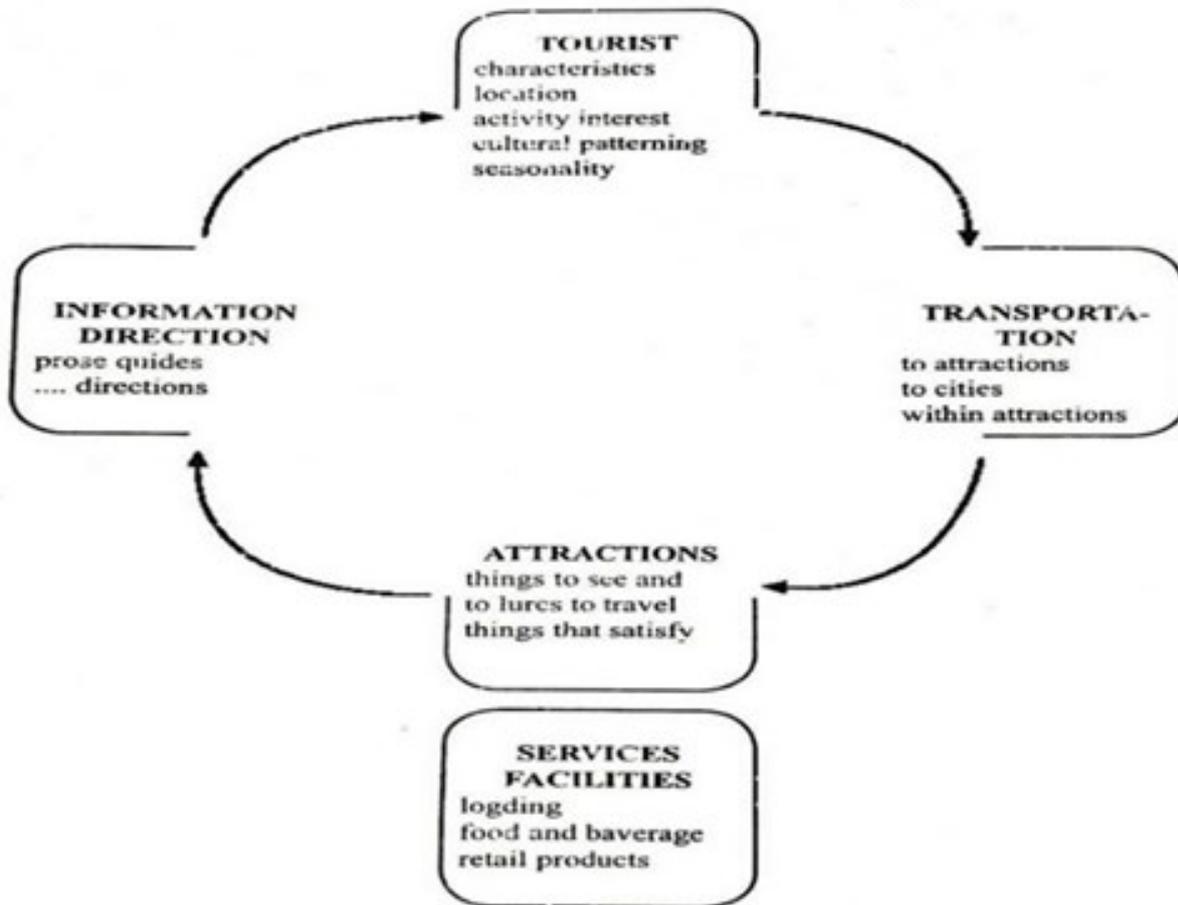
Care Facilities

What facilities are available at the tourist destination, how existing hospitality accommodation, restaurants, public services such as banks / money changers, post office, telephone etc.

Information and Promotion (Informations)

Traveler needs to obtain information about tourist destinations to be visited. For this purpose various ways of publicity or promotions need to be launched.

Figure 1. Planning aspects necessary to assess



Source: Yoeti (2016: 50). Tourism Planning and Development

Tourism action states that what will be done, when it will be done and by whom. Tourism Action Steps should be clear and have a specified time period and the expected goals. Implementation of the action may be delegated individually or in groups. According to Godfrey and Clarke process of establishing a tourism strategy consists of three steps:

1. Identifying Opportunities and Constraints (Based on an evacuation of supply and demand).
2. Setting Goals and Objective Development (Address issues, which need attention in the short, medium and longer term).

Define a series of action steps, which are designed to achieve the goals and objectives within some specified time frame.

Conceptual Framework

In the development of tourism, there are several components of tourism, which are basic component of tourism. Karyono (Hanief & Pramana, 2018: 30) stated development of tourism destinations should include the main components as follows:

1. *Attractions*
2. *Accessibility*
3. *Amenitas*
4. *Ancillary Service*

Results and Discussion

An Overview of Research Sites

History of Sinjai

In beginning, general overview of results of this study is presented. This study based on zone mapping of commodities, as mentioned in grand strategy development of South Sulawesi (Amiruddin, 1990) which stated that the focus of tourism development of the East Coast of South Sulawesi is situated in Bira Bulukumba. However, because of the urgency and significance of the development of East Coast region of South Sulawesi which include three beach areas, Bulukumba, Sinjai, and Selayar District (first) or Selayar (now) then "finally" focus on the analysis of study of local mapping of tourism destination development in Eastern Coastal Region of South Sulawesi province, especially in the district of Sinjai.

Sinjai regency has its own historical value when compared to other districts in the province of South Sulawesi which formerly consisted of several states, such Tellu federisasi Limpoe and states joined in federisasi Pitu Limpoe. Tellu Limpoe consisted of states that were near the coast of the Tondong, Bulo-Bulo and Lamatti. Meanwhile, Pitu Limpoe consists of Turungen, Manimpahoi, Terasa, Pao, Manipi, suks and Bala Like.

The nature and character of the community is reflected in a democratic system. Political communication between states built through mutual respect, and uphold of values, which develop cooperation among various segments of society. The policy for developing sustainable halal tourism destinations on the east coast of South Sulawesi can be implemented by developing cooperation between local governments, the private sector and the wider community.

Although the three states are incorporated into Tellu Limpo'E Guild, but the implementation of the policies of government continue to implement on its own territory without any

opposition and conflict on between them. When we trace relationship between the states in Sinjai in the past, it become clear they are interlinked and interconnected by love, affection and kinship. This is made clear by the notion of Lamassiajeng King Lamatti X to strengthen the union of the state Bulu-Bulu and Lamatti with the expression "Pasija Singkerunna Lamati Bulu-Bulu", meaning unit the keyakianan Lamatti with Bulu-Bulu, so after death he was named by Puanta Matinroe Risijaina.

Identity of states in Sinjai in past became prominent with the establishment of the fort in 1557. The fort was known as Fort Balangnipa, as established in Balangnipa which now became the capital of Sinjai. Besides, the fort is also known as Fort Tellulimpoe, because it was established jointly by the three states, Lamatti, Bulu-Bulu and Tondong, then occupied by the Dutch through Manggarabombang war.

During Dutch aggression 1561-1859, there was a great battle, which is known as Rumpa'na Manggarabombang or Manggarabombang war, and in 1559 the Fort Balangnipa fall into the hands of the Netherlands. In 1638 the Dutch began to march to the area Sinjai. States in Sinjai fought against Netherlands and all efforts made by Dutch to break up the unity of the states in South Sulawesi were failed. At the same time there was murder of the Dutch people who try to persuade state of Bulu Bulu for war against the Gowa. These events occurred in 1639. In 1824, the Governor General of the Dutch East Indies Van Der Capellan came from Batavia to persuade first-Bulu Bulu White Cello XXI to receive and allow Dutch treaty of bongaja Found Loji or Trade Office in Lappa, but rejected emphatically.

In 1861, by Decree of the Governor and the Regional Sulawesi, Sinjai Tellulimpoe combined territories into one administrative region as Goster district. On February 24, 1940, governor Grote Gost established a division of administrative regions to the eastern areas, including residency Celebes, where the Sinjai along with several other district's status as another Cambodgien Sinnai consisting of several Gemenchap, name Cost Bulu-Bulu, Tondong, Manimpahoi, Lamatti West, Bulu-Bulu, Manipi and Turungeng was announced.

During the Japanese occupation, governance structure and its name is arranged according to the needs of the Japanese army based in Gojeng. After independence, on October 20, 1959, district Sinjai joined the Republic of Indonesia Number.

Image Site: Sinjai

Growth and development of an area is determined by the population. According to 2018 statistics, the population of Sinjai in 2017 is upto 241,208, with a sex ratio of a population, 94 percent (116,766) is male and female population of 124,442. The spread of the population of

Sinjai regency was the largest in the district of North Sinjai ie 47,091, while the smallest population of the island is in the district of Nine and it is 7594 people.

Mapping of Tourism Potentials in Sinjai

Sinjai's tourist attraction is coastal, caves, sea, islands, agro, cultural history of the community, as well as events. Meanwhile, tourist attraction in Sinjai can be seen from the aspect of history, socio-cultural aspects of society and other sectors that may come under consideration. Presence of natural resources is one of the major tourist attraction in Sinjai which can be interesting for tourists to visit this area.

Potential of Historical and Cultural Tourism

Sinjai has its own unique history and relationship of community with various parts of the ancient world. This shows the role and strategic position of Sinjai in the context of life and past civilization, that has highlighted region's history. Sinjai also have different types of cultural attractions as the remains of the culture of various communities that inhabited and established economic and social relationships in the past. The tourist attraction of Sinjai district consists of the remains of history, dances, rituals, folk games, heirlooms, and other cultural heritage objects.

Potential of Man Made Tourism

Sinjai Regency has potential of man-made tourist attraction, which attract tourists at the time of the visit, in addition to natural tourists spots related to history and culture. Artificial tourism potential is engineered and built by humans and is planned as a means for the traveler for conducting tourism activities. In addition to man-made tourist potential, there are some other activities, which can attract tourists. These activities included specialized diving and wall climbing etc.

Development of Tourism Marketing in Sinjai

Tourism marketing is one of the most important aspects in the planning of tourism (tourism planning and development) because it increase the flow of tourists. Tourism consists of two main aspects, i.e supply side and demand side. It is very important in organizing marketing of tourism. Sinjai regency tourism marketing of various tourism destination is carried out through the determination of the target market and development of strategy through the creation, distribution, and marketing communications, which are planned, structured and integrated. Market orientation consistently applied in order to improve the understanding of the alignment between resources and market preferences and trends in Sinjai district. To meet



the market needs the tourism in Sinjai district should be able to adapt according to the requirements and overall traveler behavior that can be adjusted with the preparation of the products offered. Through good marketing strategy, the number of tourist visits to the Sinjai district will continue to rise and contribute to improve the regional economy.

Tourist numbers is one of the main indicators of success the tourism development of a region. The growth of tourists' interest will depend on providing tourism facilities such as accessibility, accommodation, attraction spots and other activities. At the same time it also very important to provide good service to meet tourist satisfaction and can enhance competitiveness of local tourism.

Conclusions

The potential of tourism in Sinjai can be observed from three aspects such as: 1) the potential of natural tourism that consists of 35 natural attractions, which are spread in each district, 2) the potential of the region's history and culture that consists of 71 travel destinations, 3) the potential of artificial tourism, which develop special interests such as: 1) Agro Tourism Industry Susin, 2) Green Park Pasanggarahan Manipi, 3) Agro Tourism Garden Vegetable, 4) Special interest Foothills Bawakaraeng, 5) Agro Tourism Orchard, 6) Appareng River, 7) Sports and Gellert Family, 8) Crafts Ferns, 9) Culinary TPI Lappa, 10) Swimming Pool H. Muh Nur Tahir, 11) Sculpture Welcome Batumimbalo, 12) Sports and Baths Tallasa, 13) Park City Forest, 14) Yosemite National Field, 15) Horse Sculpture Park, 16) Region Sinjai Bersatu Culinary Courses. Developments rating in Sinjai can be seen from: 1) tourists, 2) tourist destination, 3) tourism activities, 4) accommodation used, 5) number of tourist trips, 6) average expenditure, 7) characteristics of the tourist market. There is increase in tourism every year. These sights increasingly supported by adequate facilities. The nature and character of the community is reflected in the democratic system and sovereignty of people. Political communication between the states build through the courtesy of mutual respect, and uphold the values of cooperation. The policy for developing sustainable halal tourism destinations on the east coast of South Sulawesi can take place by establishing cooperation between local governments, the private sector and the wider community.



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