

# Tourism Development Planning In Bantaeng District, South Sulawesi

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**Abstract**---Regional economic development is the result of the cooperation between the government and the community to improve a community's welfare. The people who are still processing natural resources that are traditionally owned so that the natural resources become exportable and profitable goods, and it can also be enjoyed by the community to fulfill their daily needs. This is the impact of tourism development planning. This journal, as a concrete result of our research, is supported by the data obtained in Bantaeng District. This journal, which entitled "Tourism Development Planning in Bantaeng District, South Sulawesi" can be enjoyed by the people of Bantaeng District. The research method of this journal is qualitative method which in this case serves to answer and find solutions to problems. In this qualitative approach, researchers went directly to the field to examine the object of study and conducted direct interactions with the community intended to get in-depth information. The theoretical foundation used is planning development in tourism. From this research, it can be concluded that the planning apparatus that is used to carry out the planning activities has been working in accordance with applicable laws and regulations and considered as a breakthrough to prosper the people of Bantaeng District.

**Keyword**--- Tourism development, economy, planning

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## I. INTRODUCTION

The meaning of development is a continuous increase in a country's Gross Domestic Product [1]–[3]. Based on regions, the meaning of development is focused on increasing production of a province, district, or city. The government cooperate with the community to increase regional income of the people who still processes natural resources that are traditionally owned, so that they become exportable and profitable goods, and it can also be enjoyed by the community to fulfill their daily needs [4]–[6].

The main objective of regional economic development efforts in, apart from creating the highest economic growth, is also to eliminate or reduce the level of poverty, income inequality, and unemployment [7]–[9]. Job opportunities for residents or the community will generate more income to live well [10].

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The regional development activities in tourism focus on the capability of regional leadership to utilize natural resources and human resources so that they can work effectively in order to contribute optimally to the community as a consequence of public policy implementation [11], [12].

Increasing regional income growth is a step to achieve industrial development outside of Bantaeng District community activities. Its impact can provide new jobs for the community where everything is the result of adopting new activities, as the people in Bantaeng District gained knowledge, and they got the transfer technology from the new company.

In order to increase the income of the regional community, they must look for new activities that can provide added value to the people of Bantaeng District, in this case to increase regional economic growth. Likewise, the private sector in Bantaeng District is able to encourage income improvement by joining forces with the local government including involving the community on tourism development. Based on the explanation above, this paper will critically review tourism planning documents used by the Bantaeng District Government in tourism development.

## **II. LITERATURE REVIEW**

There are two types of planning, according to Faludi (1973), namely procedural planning and substantive planning [13]. The procedural theory is closely related to theories that discuss planning methods or techniques so that the quality of the resulting plan is in accordance with what is desired, whereas substantive theory refers to the area of attention or the substance of the field that is planned. The success or failure of a planning depends on many factors. Factors that can affect the success of a plan including 1) environmental factor; 2) human resources; 3) the system that is used; 4) the development of science and technology; 5) and funding [14]. Basically, the purpose of development is a description of the final target of development activities, whereas the development target is a more concrete description of the development goal. Development targets are usually formulated in the form of macro development targets that must be achieved at the end of the development period. The determination of development goals and objectives needs to be done carefully so that the results will be in accordance with the original goal. Crosby stated that the stakeholders can be divided into three groups, namely: 1) The main stakeholders, namely those who receive positive or negative impacts from an activity; 2) The supporting stakeholders, who are the intermediaries in helping the process of delivering activities. They can be classified as funders, implementers, supervisors, and advocacy organizations such as government organizations, NGOs, and the private sector; and 3) The key stakeholders, i.e. those that have a strong influence on the program's continuity [15].

A tourism organization has an internal data information system, but the organization also requires sufficient external information as a basis for decision making [16]. Pitana stated that the development of tourist objects and attractions is conducted through a) the development of new products, namely the efforts made consciously and planning to improve products that are running or add to the types of products produced or to be marketed. Generally a new product that is produced should be in accordance with consumer needs; b) development of tourist attractions, i.e. tourist attractions are things that can be seen or witnessed through shows that are specifically held for tourists [17]. The stages of planning in tourism are as follows: 1) determine what business that will be entered, which is

usually characterized by the mission of the agency which depends on the type of business; 2) determine the organization's goals; 3) gathering information and knowledge, 4) analyzing information; 5) determine specific objectives that determine the activities required in order to actualize the overall organizational goals; 6) determine the strategy in actualizing the goals that have been determined; 7) distributes resources to each action program to have an impact on the strategy taken; 8) implementing the plan; and 9) control and monitor results and make improvements if needed [17]. Sunaryo stated that by realizing that tourism is an activity that knows no boundaries, both in terms of activity, space, and region sector, the development of tourism really requires collaboration across sectors and across regions [18].

### III. RESEARCH METHOD

Research is a long process. It begins with a person's interest in understanding certain phenomena which then develops into ideas, theories, and concepts [19]. To do research that begins with interest, a way to make it happen is to choose a method that fits the purpose of a study. The research method in this case serves to answer the issues raised in the study in order to answer and find solutions to problems, this study will use qualitative research methods. According to Golafshani (2003) that the qualitative research is a particular tradition of social science which is fundamentally dependent on human observations in their own territory and relates to these people in the language and terms used. And the approach to data collection has produced a clear picture which is manifested with real or invisible data sourced from the community as the object under study [20].

The qualitative method emphasizes the human element as an instrument of research, by emphasizing the human element as an instrument of research it will make it easier to adjust to the realities that occur in the field. Golafshani (2003) defined qualitative research as a particular tradition in social science that is fundamentally dependent on observing humans in their own region and relating to that person in their language and terminology. Qualitative researchers are more interested in understanding the life experiences of people in interpreting social meanings and phenomena, as well as in exploring new concepts and making new theories [20].

In this qualitative approach, researchers will go directly to the field to examine the object of the study and conduct direct interaction with the community aimed at obtaining in-depth information about professionalism in the District including the obstacles encountered and the efforts made to overcome them. This is based on the purpose of qualitative research to obtain real and invisible data and images from the community where they conduct research [21]. The characteristics of one qualitative study are data collected in descriptive form, where the data displayed.

In this study the parties being informants are those who are considered to have the information (key informants) needed in the study area, the method used to determine the key informants also determine the sample [22]. Furthermore, in order to obtain in-depth and more complete information from the public and agencies related to the Bantaeng District government apparatus, snowball sampling technique was used. Determination of the number of research informants is developing and rolling the information or data needed from the informants interviewed before, therefore the

specifications of the research informants are not described in a province but will develop according to the research studies conducted.

#### IV. STUDY RESULTS, SUMMARY, AND CONTRIBUTION

##### 4.1 LOCAL GOVERNMENT

Bantaeng District is geographically located  $\pm$  120 km south of Makassar, the capital of South Sulawesi Province with positions  $5^{\circ} 21'13'' - 5^{\circ} 35'26''$  South Latitude and  $119^{\circ} 51'42'' - 120^{\circ} 05'27''$  East longitude. At the foot of Mount Lompobattang, Bantaeng District has a topography consisting of coastal, land and mountain areas. The land area reaches 395.83 km<sup>2</sup> and the area of the waters reaches 144 km<sup>2</sup>. The coastal area of 59.33 km<sup>2</sup> or about 14.99% with a slope of 0-2 meters, 168.75 km<sup>2</sup> or about 42.64% of the area is a sloping land with a slope of 2-15 meters, 81.86 km<sup>2</sup> or approximately 20.68% of the total area is land with a slope of 15 sd 40 m while 83.80 km<sup>2</sup> or around 21.17% is the rest of the land area with a slope of more than 40 meters. Bantaeng District is located in the southern part of the South Sulawesi province bordering: North side: Gowa Regency and Bulukumba Regency; Next to East: Bulukumba Regency; South: Flores Sea; West side: Jeneponto Regency [23]

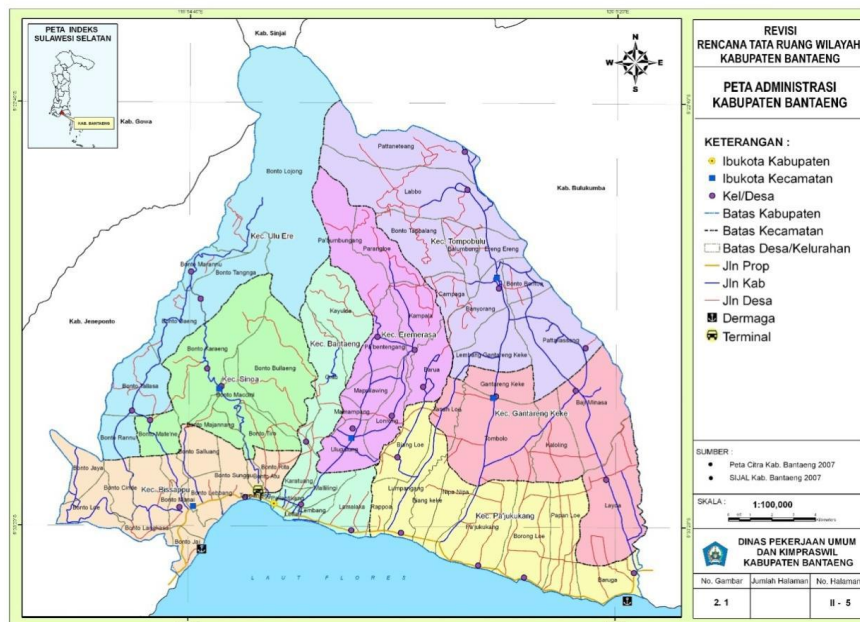


Figure 1. Bantaeng District Map  
Source: [23]

Bantaeng District consists of 8 sub-districts which are divided into 46 and 21 sub-districts, namely: Bissappu Sub-district (4 villages and 7 sub-districts), Uluere (6 villages), Sinoa (6 villages), Bantaeng (1 village and 8 sub-districts), Eremerasa (9 villages), Tompobulu (6 villages and 4 wards), Pajukukang (10 villages), and Gantarangekeke (4 villages and 2 wards). The number of people's representatives who sit in the legislative body, namely the Legislative Council (DPRD) as many as 25 people, with 17 men and 8 women. The biggest composition of DPRD members in Bantaeng District comes from PKS political parties, which is 16 percent. The Bantaeng District Government in 2015 had 5,497 Civil Servants (PNS), with 2,505 men (45.57 percent) and 2,992 women (54.43 percent). The number of civil servants increased by 10.25 percent compared to 2014.

The government agencies or agencies that absorb the most number of civil servants are the Office of Education, Youth and Sports, as many as 2,699 people or 53.49 percent of the total number of civil servants. The preparation of the Bantaeng District Regional Development Work Plan (RKPD) in 2018 is intended to create synergy between planning, budgeting, implementation, and supervision of development between regions, between development sectors and between levels of government and to realize efficient allocation of various regional development resources.

In addition, the preparation of 2018 RKPD is intended to produce an annual planning document that will be a reference for the Regional Government and DPRD of Bantaeng District in preparing the 2018 Regional Budget for Regional Revenue and Expenditure (RAPBD) which is preceded by the preparation of the APBD General Policy (KUA) and determination of Provisional Budget Priorities and Ceiling (PPAS) for 2018. The 2018 RKPD also serves as a guideline for all Bantaeng District Regional Organizations (OPD) in preparing the 2018 Regional Government Work Plan.

#### 4.2 DIRECTION OF REGIONAL ECONOMIC POLICY

In general, the macroeconomic condition of Bantaeng District is quite good, marked by an increase in year-to-year economic growth with an average growth of above 7% over the last five years. Macroeconomic conditions in Bantaeng District are inseparable from the influence of global and national economic conditions where in 2016 the economy was felt to be more conducive even though there had been a turmoil due to the reduction of fuel subsidies but it did not have a significant impact on regional economic movements in Bantaeng District, as an area with a major economic base engaged in the agricultural sector.

Based on BPS data, the development of Bantaeng District's Gross regional domestic product (GRDP) in 2016 is based on current prices in the amount of Rp 6,284,751.00 an increase when compared to 2015 which only amounted to Rp 5,604,991.24 or the role of Bantaeng District's GRDP in South Sulawesi's GRDP of 1.93%. The economic growth is supported by the growth of each sector including the agricultural sector and other strategic sectors that continue to develop in Bantaeng District.

Table 1. Development of GRDP District. Bantaeng and South Sulawesi, 2012-2016

Years	GRDP, South Sulawesi	GRDP, Bantaeng District	The role of GRDP, Regency Bantaeng
2012	159.859,93	3.825,42	2.39
2013	184.783,06	4.350,32	2.35
2014	300,124.20	4.964,12	1.65
2015	352,671.44	5.604,99	1.59
2016*	379,210.54	6.284,75	1.65
			<b>1.93</b>

Source: [24]

Positive year-to-year economic growth becomes a challenge for local governments to maintain the momentum of economic growth, for that by maximizing the utilization of various resources that are the key words in welcoming development in 2018 to come.

In order to capture the aspirations of the community starting from the level of RT, RW, Village/Sub-district, district to district where it seems that all districts/cities have implemented it. But

when doing research in Bantaeng District there was an interesting thing that the researchers' got where in carrying out the *Musrenbang* as explained above, Bantaeng District also conducted a *Musrenbang* specifically for women. In this *Musrenbang* it should not be followed by men because indeed the issues discussed are specifically related to the interests and what are the needs of women.

Also of interest the researcher, the location in conducting the research there was a *Musrenbang* that was carried out specifically for children where participants were all children not to involve parents and those discussed at the meeting were related to issues and which were related to the interests and needs of children young children. Based on the description above, it can be concluded that the Bantaeng Regent and his staff have given the widest possible space so that women and children and even all levels of society in Bantaeng District are given the freedom to make choices according to their needs. The feel of planning bottom up is so thick.

#### 4.3 DOCUMENT OF TOURISM PLANNING IN BANTAENG DISTRICT

Bantaeng District development planning, in general, has been stated in the 2013-2018 Regional Medium-Term Development Plan (RPJMD) document and was updated in 2018-2023. One of the missions set forth in the RPJMD is to improve trade, industry, and tourism networks with the concept of "The New Bantaeng". Specifically, the tourism development in Bantaeng District is regulated in the Regional Tourism Development Master Plan (RIPPDA) document. The RIPPDA document was prepared by the government together with academics and tourism experts from universities. The RIPPDA document is needed, namely as a legal umbrella to be able to protect the interests of all stakeholders in the administration of tourism and the RIPPDA is also intended as a guideline in the implementation of tourism development in Bantaeng District [25].

Table 2. Development Plan of Featured Tourism Attractions in Bantaeng District

Natural Tourism		Cultural Tourism		Marine Tourism	Agro-Tourism
Bissappu Falls		Balla Bantaeng	Lompoa	Marina Beach	Coffee Plantation in Labbo Village
Cinayya Falls		Balla Lantebung	Lompoa	Seruni Beach	Apple and Strawberry Orchard in Bonto Marannu Village
Bialo Falls		Balla Tujua		Lamalaka Beach	Flower Plantation in Bonto Marannu Village
Eremerasa Spring		Pajukukang Traditional Ceremony			Orange Plantation in Bissappu District
Arakeke Park	National	Balla Tompong	Bassia		
Campaga Park	National	The Area of Balla Lompoa Lembang Gantarangkeke			
Mount Ecotourism	Loka	Ancient Tomb of Parring-Parring			
		Ancient Tomb of La Tenri Ruwa' Kings			

Table 2 described some tourist attractions that become the concentration of development in RIPPDA of Bantaeng District. Every region is required to have the RIPPDA document as a consequence of Law Number 10 of 2009 concerning Tourism, particularly article 8 which reads

Article 8 of Law No. 10 of 2009 states that tourism development is based on the tourism development master plan which consists of the national tourism development master plan, the provincial tourism development master plan, and the district or city tourism development master plan.

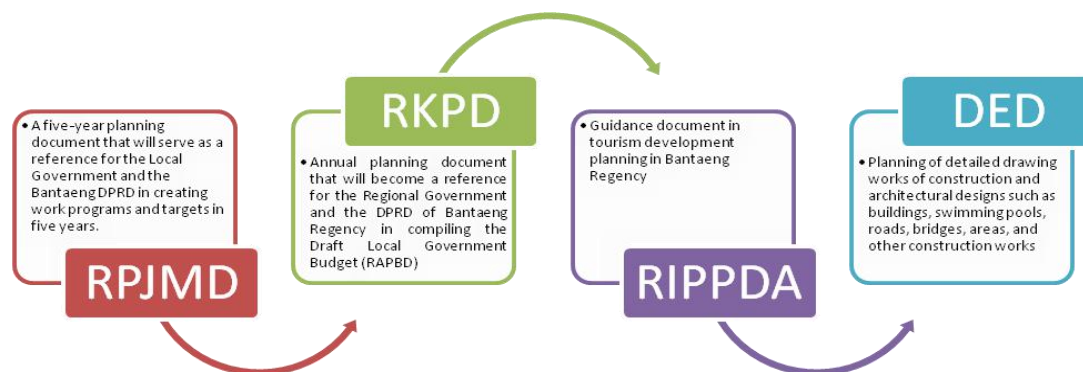


Figure 2. Tourism Planning Documents in Bantaeng District  
Source: Author's own creation

After the preparation of the RIPPDA document, the regional government together with consultants such as the Agency for the Assessment and Application of Technology (BPPT) compiled the Detailed Engineering Design (DED) of the tourism area [26]. One of the DEDs that has been prepared is the Bantaeng District Techno-park DED in 2016. To support the tourism program, the target of the DED are:

1. Increased capacity of roads and bridges.
2. Optimize implementation of Bantaeng port development.
3. Sub-district based market development in strategic areas.
4. Developing home industry-based businesses that are processed by natural resource products, based on village/sub-district characteristics.
5. Making Bantaeng to become a tourist destination in the southern part of South Sulawesi

Tourism development planning in the context of increasing tourist attraction in Bantaeng District also experiences obstacles in terms of funding, this obstacle is a classic problem faced by local governments. The planning process in the tourism sector requires no small amount of funding because it is multi-sectoral. Therefore the program in the planning document by the Bantaeng District Government through the Tourism Office needs to collaborate with the private sector to strengthen funding in order to actualize the program.

That the planning apparatus in carrying out the planning activities have been running in accordance with the applicable laws and regulations that have made breakthroughs in order to prosper the people of Bantaeng District. The tourism planning activities carried out by the planning apparatus in Bantaeng District have really been felt by the people of Bantaeng District. In order to synchronize the interests of the community with the interests of the Local Government, the Bantaeng Regent takes a policy where each village gets 5 (five) activities every fiscal year, while the sub-district gets ten activities every fiscal year. The tourism development planning process has been integrated into a number of important documents but has not been comprehensive in each component even though it has followed a mechanism in accordance with existing regulations. Future research can focus on the topic of quality and evaluation of tourism development in Bantaeng District.

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