



Study of Development and Planning of Beach Tourism: A case study of Southwest Sumba Regency of Indonesia

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ABSTRACT

Southwest Sumba Regency (SBD) is a district located on the island of Sumba with the capital city Tambolaka; Southwest Sumba Regency is a separate area from the East Nusa Tenggara Province, Indonesia. Southwest Sumba Regency, there are a variety of tourism objects, and sustainability is still maintained; most places have potential tourism objects that can be promoted as part of tourist destinations because they have unique elements of natural culture and several different tourism potentials and have been visited by various tourists both local and foreign tourists. However, there is still a lack of facilities and infrastructure as well as the lack of government efforts that have not been maximized in handling the development of coastal tourism so that it can result in the potential of tourism objects being unable to develop optimally. The existing facilities, infrastructure, and tourism do not yet exist in all coastal tourism areas, so they do not guarantee comfort and attractiveness for visitors. This is where regulations are needed from the awareness of local governments that carry out planned and structured tourism development in a well and comprehensive manner so that superior potential can be developed properly so that it can have a positive impact on the region and society in implementing the development of the tourism sector in an area, under the authority of the local government. Research objectives: to see and identify potential coastal tourism objects, know and analyze the planning (formulation) of Coastal Tourism Development based on the utilization of existing resources and find out and analyze internal and external factors in the Planning of Coastal Tourism Development carried out by the Department of Culture and Tourism of Southwest Sumba Regency. Research Methods: This study uses SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The research technique used is observation, interview and documentation using two data sources, namely primary and secondary data, both quantitative and qualitative data.

Keywords: Development Planning, Local Government, Tourism.

1. INTRODUCTION

Tourism development in Southwest Sumba Regency, of course, is not only the government's responsibility but there must be intervention from all, between the private government and the community, to develop the potential of beach tourism objects in Southwest Sumba Regency that can be well integrated. So far, what has happened is that the community has not been adequately prepared so that the community seems to be a spectator in their area because they are not involved or involved in the development of existing tourism.

Therefore, government firmness is needed to provide guidance and training to the community to empower the community in developing the potential of regional coastal tourism objects. Implementing an administrative approach policy on events and problems can get various solutions to solving them. In addition, the organizational approach system adapts to regional conditions and the advantages of tourism objects included in the development policy. Administrative areas have boundaries implemented by the interests of the government or political administration, namely, Province, Regency, Kecamatan, and village. Therefore,

This will facilitate the proper management of human, natural, and financial resources, which are under the government's responsibility through the Department of Culture and Tourism, overseeing the utilization of existing resources and planning for the achievement of objectives based on the availability of resources. As for the kinds of resources that can be managed to assist the planning process in determining the direction and goals of the development of existing coastal tourism objects, namely, Natural Resources and Human Resources. Capital Resources and Entrepreneurship Resources.

Thus, the research carried out is on the formulation or Planning of coastal tourism development that already exists in Southwest Sumba Regency by optimizing existing resources, based on the opinion of the Deputy Regent of Southwest Sumba, which was published in Suara Update Newspaper (Friday, 31 August 2018 /6:12). The objectives to be achieved in this study are:

To describe and analyze the formulation of Coastal Tourism Development based on the utilization of existing resources by the Department of Culture and Tourism of Southwest Sumba Regency. Southwest Sumba Regency Tourism.

Doing this research is expected to provide theoretical benefits so that it can contribute thought to the world of education.

2. LITERATURE REVIEW

In essence, Planning is a conscious effort organized and continuously carried out to maintain the best alternative from the various options and achieve the desired goal. Planning is a relationship of things that exist today (What is) based on what should (what should be) will be following what is needed to determine goals, program priorities and source goals (Arthur W Steller, 1983). According to Anderson(In Winarno, 2007:93), policy formulation involves efforts to answer the question of how various alternative sources are agreed upon by the multiple problems developed and who participates.

Planning (formulation) in public policy is a primary process carried out during the stages of public policy, starting from a series of strategies for making and implementing a general guideline. Therefore, what happens at this stage will significantly determine the success or failure of public policies made in the future.

According to Dunn (2000:132), policy formulation (Policy Formulation) is part of activities developing data and *synthesizing ways to solve problems. Each who will compete to be selected becomes a policy* to complete all existing problems (Winaeno, 2000:132).

By the experts' opinions above, it can be concluded that the policy formulation process is an alternative chosen and determined for solving problems that occur from several other options for solving problems that arise. Hence, it is necessary to decide on different appropriate and suitable ways.

Table 1. Stages in the Public Policy Process

Phase	Characteristics
Agenda Setting	Officials or public policymakers are the authority to raise general issues that are on the plan and are quickly resolved so that they cannot be resolved post pond with time.
Policy Formulation	In formulating public policies, officials need alternative general approaches to overcoming these problems, the need to make executive orders, judicial decisions, and legislative actions so that strict supervision and control are necessary for implementing public policies.
Policy Adoption	Alternative policies are adopted with the support of a legislative majority, the consensus among directors of institutions or judicial decisions.
Policy Implementation	The policies that have been taken are implemented by administrative units that mobilize resources financial from humans.
Policy Assessment	The auditing and accounting units within the government determine whether the Executive, legislative, and judicial bodies meet the statutory requirements intake policy and goal achievement.

3. METHODOLOGY

3.1 Research sites

The place (location) of the research is in Southwest Sumba Regency, which is located in East Nusa Tenggara Province, Indonesia. His research focuses on beach tourism in Southwest Sumba Regency through the Southwest Sumba Regency Culture and Tourism Office. Southwest Sumba Regency consists of 11 sub-districts whose capital city is Tambolaka City.

3.2 Sampling technique

The number of initial informants/respondents became the stipulation for the medium, namely 2 to 12 informants with a large sample size of 30 people and a median of 10 to 30 people.

3.3 Informant

Informants in this study, namely by referring to opinion Suyanto (2005 171-172), namely Key informants (key informants), namely those who have the knowledge and understand the main and supporting sources in helping find and complete the problem in this study. Informant in This research is the Head of the Department of Culture and Tourism of Southwest Sumba Regency. The primary informants are those directly involved in the social interactions under study. The main informant in the research team is the Head of Tourism Development and the Head of the Tourism Object Section. Additional informants, namely those who can provide information even though they are not directly involved in the social interactions studied. In addition, in this study, eight people are around the tourist attraction location.

3.4 Technique Analysis Data

Analyze all data study using the steps as proposed by Miles and Huberman in Sugiyono (2012), SWOT Analysis Techniques (strengths, opportunities, weaknesses, threats), namely to answer tourism development planning, strategies used in tourism development and tourism object development that Department of Tourism and Culture Southwest Sumba Regency has implemented.

4. RESULTS

The strategy formulation that needs to be done beforehand is identifying the critical factors in determining strategic issues. Stages of analysis of the situation are carried out by external and internal environmental factors that directly influence efforts to achieve performance levels in the policy of developing coastal tourism objects in the Southwest Sumba Regency. Identification of this situation can explain how to find out the problem from the environment that has an influence on the organization and in the process of situation analysis can retranslate all cases that have been identified and thus, can be determined which situations are part of the threats (threats), opportunities (opportunities), weaknesses (weaknesses) and strengths (strengths).

Therefore, when determining about Opportunities and policy concepts for the development of coastal tourism objects in the Southwest Sumba area, there are 2 (two) things that have the influence to be identified, namely, identification of the internal environment and external aspects. So from these two things, it can be known what the opportunities are in using the SWOT analysis method.

Based on observations and interviews conducted from internal and external environmental aspects, namely:

1. Internal Environment Aspect

The results obtained from the assessment and study conducted regarding aspects of the internal environment (Strength – Weakness) are:

- a. Strengths, namely all the factors that have power over opportunities in developing coastal tourism objects in the Southwest Sumba area, namely:
 - 1) The ability of the organizational structure and work procedures, as well as the main tasks of the Department of Culture and Tourism, is currently quite reasonable.
 - 2) The Southwest Sumba government's policy has made the fields of culture and tourism a priority with the mission of "Preserving and Optimizing the Potential of Nature and Cultural Arts As Object Regional Tourism" to achieve the Vision of "The Realization of a Prosperous, Independent and Safe Southwest Sumba Community *within creating tourism potential.*".
 - 3) I have the ability of local wisdom of weaving and accessories like others as an object tourist.
 - 4) The diversity of local cultural assets from various ethnic groups and asset object many tours.
 - 5) Horse availability Sandel woods transportation traditional the scope of the beach and is also used as one of the local cultures.
 - 6) The geographical position of the Southwest Sumba district, which is on the traffic air and sea that connects the islands of Java, Bali, East Nusa Tenggara Province and all areas of East Nusa Tenggara Province, making it very easy for tourists to access and out.
 - 7) Natural potential, as an element of tourism and adventure
 - 8) The role of local governments in the tourism sector is stated as part of the prioritized vision.
 - 9) The wealth of diverse coastal tourism objects with a variety of diversity and beautiful and natural charm

- 10) The fields of economic potential and tourism objects are relatively superior and promising in increasing business and employment opportunities for the region.
 - 11) With regional autonomy, local government, through the Department of Culture and Tourism, will be able to increase the development of coastal tourism objects and the advantages of tourism objects, businesses in the services and facilities and infrastructure for tourism objects.
 - 12) The existence of cooperation between the local governments through the Department of Culture and Tourism, tourism activists and components of tourism so that they can equalize opinions in developing coastal tourism objects
- b. Weakness is a factor that becomes a weakness that occurs to opportunities in carrying out the development of coastal tourism objects in the Southwest Sumba area, namely:
- 1) There is no local government policy regarding the management of specific tourist objects.
 - 2) Safety and comfort are not guaranteed.
 - 3) Lack of quality and quantity of Human Resources (HR) in the tourism element of Southwest Sumba Regency.
 - 4) The minimum number of facilities and infrastructure available as well as other facilities that are useful for tourists.
 - 5) The local community has not shown services and behaviours by the local culture.
 - 6) Limited business in tourism products that are attractive, innovative and educative for tourists.
 - 7) Cooperation on policies towards developing tourism objects among policy actors in government agencies is not yet optimal.
 - 8) Lack of availability of data sources and information systems regarding existing tourism objects.
 - 9) Weak publicity and marketing of tourism and tourism products.
 - 10) The limited capacity of local government funding/financial sources.
 - 11) The lack of optimal elements of traditional cultural arts supports tourism development policies.
 - 12) The lack of public interest in pursuing the craft industry.
 - 13) Lack of cooperation in tourism research and development with central tourism study institutions.
 - 14) The object of the superiority of tourism objects does not have the strength to compete well enough in terms of facilities, structuring and management systems.
 - 15) Infrastructure roads to beach attractions are inadequate (many roads are damaged).
 - 16) Lack of investment from the private sector in the tourism sector impacts the delay in developing the tourism business.
 - 17) The partnership pattern of the community towards tourism is still lacking and not optimal.

Data Source: Results identification based on a SWOT analysis table regarding development targets by the Southwest Sumba Regency Culture and Tourism Office.

2. External Environmental Analysis

By the results of observations and assessments of the external environment (Opportunities – Threats), namely:

- a. Opportunities are factors as opportunities in the development of coastal tourism objects in the Southwest Sumba area, such as:
- 1) Lack of investment carrying capacity of the tourism industry.
 - 2) There are attractive local woven fabrics with various motifs that absorb the interest of foreign and foreign designers to be a trend *fashion*.
 - 3) The intense desire for investment in Southwest Sumba Regency as a newly developing area.
 - 4) The trend is changing in the interest of tourists visiting towards tourism according to special requests such as rural tourism, ecotourism and agrotourism.
 - 5) Great support from the government in culture and tourism at the provincial and central levels in developing culture and tourism traditional.
 - 6) A shift in national development policy makes the fields of culture and tourism a priority.
 - 7) The growth of information and communication technology is quite adequate.
 - 8) The tight competition in the transportation sector demands better service quality.
 - 9) Trend nature tourism in the future is quite suitable for foreign tourists and domestic tourists.
 - 10) The increasing number of tourists with particular motivations demands destinations that can offer various tourism products.
 - 11) There is an opportunity in tourism development to increase the object and attraction of tourists to tourism.
- b. Threats are factors that are considered a threat in the implementation of development policies object tour beaches in Southwest Sumba Regency, among others:
- 1) High level of competition between one area to another in offering tourism products to tourists.

- 2) Increased opinions and expectations of tourists regarding the conditions and comfort of tourists when they are in tourism objects.
- 3) There is an increase in the innovation and creativity of attractions and performances regarding tourism destinations from areas outside Southwest Sumba.
- 4) Instability Political, economic, social, and cultural at regional and national levels.
- 5) The rapid development of information sources from various foreign cultures through social media currently dramatically affects the characteristics and culture of the local community.
- 6) The lack of promotion in tourism objects has resulted in not developing the tourism business.
- 7) Lack of public understanding of nature conservation and environmental safety.
- 8) The development of tourist objects has not paid attention to all aspects related to the interests and use of the local community.
- 9) The entry of foreign cultures that develop in society.
- 10) An uneven communication network where people don't update information.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and data collection that has this research was conducted by researchers through interviews and field observations regarding Tourism Development Planning as a Regional Leading Potential (Study of Coastal Tourism Development Formulation at the Southwest Sumba Regency Culture and Tourism Office) conducted by the Southwest Sumba Regency Culture and Tourism Office, which has previously been described in writing. This thesis describes the condition of beach tourism objects, explains the results of interviews, analyzes data and conducts discussions in this paper; the authors, as researchers, draw the following conclusions:

The formulation (Planning) stage of tourism development in Southwest Sumba Regency is still in the internal planning stage of the Executive, in this case, the local government, namely, between the Department of Culture and Tourism and several related agencies and the Regent of Southwest Sumba.

The stages of preparing the Strategic Plan for the Department of Culture and Tourism are based on a combination of the two approaches to formulating development policies: bottom-up and top-down. The formulation (Planning) stage of tourism development in Southwest Sumba Regency goes through several steps for a long time, where these stages will involve the Executive (Local Government, Legislative Council (DPRD) and the community. Based on the provisional design of policies by the Southwest Sumba Regency government through the West Sumba Regency Culture and Tourism Office. Daya, which is still planned, will produce a Regional Regulation for the Southwest Sumba Regency.

The objectives of the development policy and policy development are foreign exchange income, helping to increase the economy, generating regional income, increasing community economic empowerment, increasing employment and local business, and increasing promotion and sales of local and national products.

Southwest Sumba Regency has a beautiful natural charm, so it has excellent potential to be developed to become a popular beach tourism object. This can attract local, national, and foreign tourists to travel on the coast of the Southwest Sumba Regency.

Southwest Sumba Regency has 6 (six) sub-districts, namely, Laura, Tambolaka City, Kodi, Kodi Bangedo, Kodi Balaghar and Kodi North. Where all sub-districts have the potential for coastal tourism objects that have enormous tourism advantages but have not been developed optimally starting from the facilities and infrastructure in which there is a lack of accommodation for tourists, this affects the level of comfort of the visitors who visit the beach tourist attraction.

Based on the study, researchers provide suggestions related to the Planning for the Development of Coastal Tourism Objects in Southwest Sumba Regency. The suggestions are depicted.

The Southwest Sumba Regency Government, through the Department of Culture and Tourism, in the formulation of the development of coastal tourism objects, must be able to: Make a strategic study that can take advantage of strengths as well as to take advantage of opportunities for coastal tourism objects. Create strategies to overcome weaknesses to take advantage of opportunities for coastal tourism objects. Create a system that can utilize strengths well in overcoming the threat of coastal tourism. Create strategies that can overcome weaknesses to avoid all kinds of threats.

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