

Dimensions and Prospects of Sumpang Bitu Tourism Development in Pangkep District

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Abstract— The tourism development program is one sector that can be relied on to level the opportunities that can be supported. Sumpang Bitu tourism object which is famous for the Thousand Stairs icon is one of the tourist charms in Pangkep Regency with its natural panorama in the form of a beautiful and rich mountain range that is cool. This research was conducted by discussing descriptive qualitative and using data reduction data analysis, data presentation, conclusions and verification. Archaeological Sumpang Bitu which consists of attractions, facilities, transportation and hospitality is an asset that represents the natural potential to be developed by the government that can attract tourists to visit. The most important thing to develop is the natural panorama and cultural panorama which is still original in the form of prehistoric cave which contains the noble values of the Pangkep regency community. The development that occurred in the Sumpang Bitu Archaeological Attraction is inseparable from the efforts of the management and the endorsers who have approved regulations for preservation of tourism objects in the framework of the development of Sumpang Bitu Archaeological attractions in Pangkep Regency. The challenges overcome by the Regional Government in developing Sumpang Bitu Archaeological Archaeological objects which are the most difficult to overcome are marble mining that can prevent instability in tourism objects and other considerations that will be easily overcome by related parties so that the sustainability of Sumpang Bitu Archaeological archipelago attractions can be supported.

Keywords: *Tourism Development, Intercropping*

I. INTRODUCTION

Tourism is one of the foreign exchange earners for a country, in addition to generating foreign exchange in developing the country, the tourism industry also serves as employment for local people. The tourism industry indirectly provides additional income for local people so that local people are helped in the economic field. The tourism industry is different from other industries such as the oil and gas industry which depends on resources, while the tourism industry does not depend on resources.

The tourism industry as an economic activity has become a potential mainstay and development priority for a number of countries, especially for developing countries such as Indonesia, which has a region with considerable tourist attraction. Tourism in Indonesia is one of the economic support that has a bright prospect, but until now has not shown a role in line with expectations in the development process in Indonesia. The prospect of tourism in the future for the State of Indonesia is very promising and even very great opportunities, besides having the appeal of natural beauty of Indonesia also has other attractions, one of which is cultural attractions.

Some provinces that have natural, cultural and archaeological tourism assets have been designated as Tourism Destination Areas (DTW). Republic of Indonesia Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2021 in Article 1 paragraph (4) explains that the Tourism Destination Areas, hereinafter referred to as Tourism Destinations, are "geographical areas within one or more administrative regions within which there are Tourism Attractions, Public Facilities, Tourism Facilities, accessibility, and the community which are interrelated and complete the realization of Tourism ". [1], [2] Although there are still many tourist destinations that are slow in anticipating tourism awareness programs with their charms, efforts to manage tourism have been encouraged and improved. The problem of tourism is very abstract, it can be seen as a phenomenon which includes the movement of humans within their own country (archipelago tourism) or across national borders (cross-country tourism).

The tourism sector has an important role in increasing the income of the community, regional and national. The government policy to increase foreign exchange in the tourism sector proves the role and participation of each province because the maturity of national tourism is the independence of each local tourism and the contribution made in the form of foreign exchange. Tourism activities

occur when there are tourist destinations and tourists, who form a system. The operation of the main tourism system consists of the demand side (market) and the supply side (supply). The demand side is people (people) who have a desire to travel, people who travel are called tourists. The supply side includes the transportation component, tourist attractions, services and information / promotions. This supply side is a product of a tourist destination (destination) [3]. Tourism development is understood to be a coordinated activity and effort to attract tourists, provide all the necessary infrastructure and facilities, goods and services, to serve tourists. The development of tourism will involve various cross-sectoral agencies and also require multi-disciplinary science support. Whatever system (liberal or socialist) a country adopts, the involvement of the Government in the development of tourism is always needed. Said that "there are three main keys so that development can be done as well as possible, namely: planning, implementation and supervision".[4]

Tourism activities and development include aspects of life in society, ranging from transportation activities, accommodation, tourist attractions, food and beverages, souvenirs, services, and others. This effort is to encourage and increase the flow of foreign and domestic tourist visits, so as to enable the domestic economy to progress and develop[5]. Meanwhile, he also stressed that the government program intends to develop tourism as an industry with the aim of accelerating the process of business opportunities, employment opportunities, increasing the distribution of people's income, especially for those who are engaged in the tourism industry. There are several components of the tourism economy that affect national income including domestic tourist expenditure and foreign tourist expenditure, investment from the government or private sector in the tourism sector, tourism promotion expenditure, and tourism business expenditure[6].

Tourism development aims to provide benefits for tourists and the host community. With the development of tourism is expected to be able to improve the standard of living of the people through the economic benefits brought to the region. Mill, argues that "the dimensions of tourism are the elements involved in tourism, which determine the success of a tourism industry, where there are four main dimensions namely: Attractions, facilities, transportation, and hospitality".[7] Therefore, today's demand for the Pangkep Regency Government is to make innovative efforts that can grow the regional economy.

South Sulawesi Province is one of the tourist destination areas in Indonesia which has quite good potential in the development of tourism both in the form of natural attractions and cultural attractions. Supported by its natural beauty, accompanied by a variety of cultural patterns, and customs that characterize the lives of the people. Besides that, there are ancient relics, all of which are priceless ancestral heritage. Pangkep Regency towards the eastern part of Makassar city, there are several interesting tourist objects, one of which is the tourist attraction of the Archipelago Sumpang Bitu Archaeological Museum which is located approximately 12 kilometers east of the city of

Pangkep. Sumpang Bitu which is famous for the Thousand Stairs icon is one of the tourist charms in the Pangkep Regency area with its natural panorama in the form of beautiful mountain ranges and a cool climate, the most prominent are there are two caves and there are many historical values, all of which are power attraction for tourists to visit tourist destinations.

Pangkajene Kepulauan Regency (Pangkep) is administratively included in the Spermonde Islands group which has the largest area among regencies / cities within the scope of these islands. Pangkep Regency is characterized by a vast area of sea waters with a sprinkling of 117 islands, of which 80 islands are inhabited islands and the rest are uninhabited. Sumpang Bitu Tourism in Pangkep Regency has shortcomings that must be addressed, among others, unorganized management of tourism objects, lack of promotional activities, poorly maintained tourist attractions, there is no general description of the tourism potential and the problems of business units that have not been well-organized around attractions in Sumpang Bitu in Pangkep district.

The development of tourism in a tourist destination must be based on planning, development and clear management directions so that all the potential possessed by a tourist destination can be optimally developed to attract more tourists to visit. To get optimal results, development in the field of tourism is not only supported by one party but is a collaboration of various parties, both business (private) and the local government, more importantly is the involvement of local communities as one of the success factors in tourism development. Without involving the tourism development community there will be a conflict with the culture of the community and not in accordance with the needs of the local community. Development through community participation is an effort to empower the potential of surrounding communities.

II. METHOD

This type of research is qualitative, using a qualitative descriptive approach to consider all symptoms observed related to the dimensions and prospects of Sumpang Bitu tourism development in Pangkep Regency. This research focuses on Jl. Poros Tonasa I Balocci Baru Village Balocci District Pangkep Regency. This study uses data sources that are primary data with interview methods and secondary data in the form of observation as research supporting data. Data collection techniques were carried out by observation by conducting intensive direct observation of how the dimensions and prospects of Sumpang Bitu tourism development in Pangkep Regency and interview techniques as the main media in this study. Analysis of the data used is an interactive model that is data condensation, data presentation and conclusions or verification (Conclusion drawing / verification).

III. RESULTS AND DISCUSSION

The prospect of Sumpang Bitu tourism development in Pangkep Regency is seen from the aspect of Attractions that is very possible to develop tourism destination in Sumpang Bitu, this was stated by the Navy as the Head of the Conservation and Utilization Section of the Office of Culture and Tourism (interview on 13 February 2019) that "the tourism object Sumpang Bitu has its own uniqueness that is owned by an interesting and valuable attraction to visit and has a beautiful and cool natural panorama, and besides that there are also prehistoric caves of cultural relics of the past such as: Painting of palms, footprints, canoes and pigs". The opinion of the Navy was also confirmed by AB, one of the tourists who visited Sumpang Bitu tour who said that "the natural panorama in Sumpang Bitu is very beautiful and comfortable besides this tourist attraction provides us with extensive knowledge about cultural values of Bugis Makassar".

The opinion above, it can be seen that the Sumpang Bitu archaeological object can represent the potential of nature to be developed as a tourist destination, where the tourism dimension is owned starting from its attractions in the form of beautiful and cool natural panorama, in the form of mountain ranges, rivers and rice field views that stretch around the tourist attraction area, the Thousand Stairs which is a row of stairs leading to the prehistoric cave Sumpang Bitu and Bulu Sumi, amounting to 955 pieces, people call it a thousand stairs. There are two prehistoric caves namely: Sumpang Bitu Cave and Bulu Sumi Cave where in the cave there are many Rock Paintings (wall paintings) relics of past cultures such as: Painting of palms, footprints, canoes, pigs and deer.

Based on data obtained from the Office of Culture and Tourism of Pangkep, the number of each painting on the cave wall is obtained: 52 palms, consisting of adult palms and children's palms, 3 palms consisting of palms adult feet and children's footprints, 1 deer painting, 11 pigs and 1 fruit boat. In the Sumpang Bitu Archaeological attraction there is also a small bathing pool consisting of 3 levels. The pool water comes from a spring located in the location of the tourist attraction of the Archipelago Sumpang Bitu, (140 m) piped down. On holidays many visitors come and take a bath in the swimming pool.

The facilities consist of accessibility available in the form of paved road infrastructure to the location of the Sumpang Bitu tourist attraction, from the city of Makassar to the north via the asphalt road to the city of Pare-Pare, up to Km 55, Soreang village, turning right to the Semen Tonasa I factory to the east towards the Sumpang Bitu Archaeological Attraction complex, while the available accommodations include: The park is arranged by giving the impression of a comfortable and beautiful oval shaped cooling pool measuring 30 meters built in the middle of the park, a thousand stairs to the prehistoric cave, gasebo (rest house), small swimming pool and information house with Bugis-Makassar type house.

Based on the results of the study obtained by the writer through direct observation in the area of tourist objects Archaeological Sumpang Bitu (February 12, 2019) apparently there are still obstacles in getting transportation, the reality on the ground shows the difficulty of getting transportation at the location of attractions because of the distance away from the highway, so that tourists who do not have a private vehicle must walk as far as 700 meters. This reduces the interest of tourists to visit. Therefore the Regional Government needs to provide transportation to take tourists to the location of the tourist attraction because the ease of transportation is very calculated by tourists.

The dimensions of tourism which are owned by Sumpang Bitu Archaeological Attraction starting from attractions, facilities, transportation and hospitality are very supportive assets to be developed, which can attract tourists to visit, from several dimensions owned by Sumpang Bitu Archaeological Attraction, the most prominent dimensions are attraction that is in the form of beautiful natural panorama and the existence of prehistoric caves that save a lot of our cultural noble values. By combining the two potentials (nature and culture) it will become a major asset that can be developed together. This is evidenced from the results of observations conducted periodically that every week visiting the location of attractions with attention to potential natural conditions to be developed up to the location, all the way to look beautiful and cool natural panorama, a row of mountains, views of the river and rice fields are the values added to be developed. While the results of observations of the prehistoric cave in it are found in many cave wall paintings (rock painting), and this is a cultural heritage that is still original.

From the explanation above, similar to what was revealed by the Head of the Makassar Archaeological Heritage Preservation Office (BPPPM) Mr. AM (interview 21 February 2019) said that "there are some reliable potentials in the Sumpang Bitu Archaeological Attraction in Pangkep Regency, but the most prominent like prehistoric caves namely Sumpang Bitu and Bulu Bulu Sumi caves, and other potential because of the very interesting image of the natural environment around prehistoric caves combined with cultural objects that can be assets that are developed together". Another opinion from BA visitors from Sinjai Regency (interview 24 February 2019) said as follows I am interested in visiting because in Sumpang Bitu there is a prehistoric cave which is in the location of a tourist attraction where to reach the cave must climb through dozens of steps and it requires a lot of energy. big but when I arrived at the location of the cave there was a satisfaction that I felt".

Various efforts have been made by the Government in the development of Sumpang Bitu archaeological objects in Pangkep Regency, both in the planning that has been made, the implementation of the development using planning as a guide so that the desired results or benefits can be achieved and felt by all parties, the existence of control or supervision in tourism development to avoid the risk of loss or greater deviation. The efforts made by the regional government of Pangkep Regency in developing Sumpang Bitu tourism are

certainly not as easy as planned, because the Sumpang Bitu tourism development process there are several obstacles faced that require special attention in handling various efforts to maintain the preservation of assets owned in the context of development the tourist attraction. Thereby to overcome the obstacles faced by the Regional Government in developing Sumpang Bitu Archaeological Attraction in Pangkep Regency, according to the Head of Tourism Sector of Pangkep Regency SY (interview 21 February 2019), it was disclosed in detail as follows: "The issuance of the Law on protection Historical and Archaeological Heritage, is Monumenten Ordonantie No. 238 of 1931 and several regulations and instructions issued by the Minister of Education and Culture, the Minister of the Interior, the Chief of Police of the Republic of Indonesia and others and the existence of a fencing area of 15 ha to prevent the destruction and taking of mountain stones by irresponsible parties , and became a boundary with land owned by the Semen Tonasa I Plant ".

In addition, there are some restrictions for visitors written on a board where the contents of the prohibition may not enter the cave without permission from tourist objects, and the prohibition to directly touch the painting on the cave wall because it will damage the picture due to acid in the hands. The existing obstacles will be easily overcome if there is awareness from all parties. Because of that there needs to be cooperation so that the preservation of Sumpang Bitu archaeological objects can be maintained.

IV. CONCLUSION

Based on the results of research and discussion on Dimensions and Prospects of Sumpang Bitu Tourism Development in Pangkep Regency, it can be concluded that the most potential dimension to be developed is natural attractions in the form of natural panorama and cultural attractions which are still original in the form of prehistoric caves that contain noble values of our culture. The development that occurred in the Sumpang Archeological Attraction is inseparable from the efforts made by the local government in this case the Pangkep Regency Culture and Tourism Office in collaboration with the Makassar Archaeological Heritage Preservation Hall (BPPPM) and the Police and the participation of the community around attractions and tourism visitors who have obeyed the prohibition to preserve tourism objects in the context of the development of Sumpang Bitu Archaeological objects in Pangkep Regency. The Constraints faced by the Regional Government in developing Sumpang Bitu Archaeological objects which are the most difficult to overcome are the existence of marble mining which can lead to temperature instability in attractions and the existence of other obstacles that are considered to be easily overcome if there is awareness and cooperation between parties -the parties involved so that the preservation of the Sumpang Bitu Archaeological Attraction can be maintained.

Based on the results of the research and conclusions that have been put forward, there are a number of suggestions that become recommendations in this study, as follows:

Tourism development efforts are immediately followed up by the Regional Government primarily in improving facilities and infrastructure that are directly related to tourism such as; increased promotion, increased tourist objects and attractions as well as coaching to the local community so as to grow awareness of a sense of belonging and be more creative in taking advantage of existing opportunities. It is also expected that the Regional Government, the management of tourism objects and those directly related to tourism should jointly think about and solve the problems that exist in efforts to develop tourism.

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