

The Role of Government, Academia, and Private Sector Using Triple Helix Approach in Tourism Development in East Luwu Regency

Anne Attas*
 University of Muhammadiyah Palopo
 anneattas1995@gmail.com

M. Risal
 University of Muhammadiyah Palopo
 mrisal@umpalopo.ac.id

Muhammad Aqsa
 University of Muhammadiyah Palopo
 muhammadaqsa@umpalopo.ac.id

Abstract. The triple helix concept in tourism development is a concept that combines several tourism businesses together in the development of tourism, business actors in this case namely (government, academia, and the private sector). Good collaboration between government, academia, and the private sector will have a big impact on the development of tourism in East Luwu Regency. The purpose of this study is to explain the combined role in the triple helix concept (the role of government, academia, and private sector) in East Luwu Regency tourism. This research was conducted using a questionnaire that was distributed both directly and online to the government, academics and the private sector that had collaborated with tourism in East Luwu Regency. Testing and processing data using SPSS tools with the help of simple or multiple regression. The results of this study indicate that the triple helix (the role of government, academia, and the private sector) has a positive and significant influence on the development of tourism in East Luwu district.

Keywords: government, academics, private, Triple Helix

INTRODUCTION

According to Thomas Mun, mercantilism in his Navigation Act states that tourism is one of the most valuable activities as a source of income for business people as a travel service provider, including a guesthouse and restaurant since 1960 [1]. Tourism is important as it has considered as lifestyle in developed countries. Tourism is now a profitable business. Thousands or even millions of people spend trillions of dollars, traveling to get pleasure, and spending free time for leisure).

Waligo, Clarke, Hawkin stated that the tourism sector as a totality of all elements attached to tourists, tourist destination areas, travel, industry, and others, which is a planned destination in tourist trips to the destination of tourism throughout the trip is not determined [2]. Further Hua Lie et al,

stated that tourism is a trip from one area to another, is temporary, carried out individually or in groups, as an effort to seek pleasure or harmony and happiness with nature in social, cultural, and environmental perspectives [3].

East Luwu Regency has a natural charm in which is able to attract tourists. Various types of tourist attractions in East Luwu Regency, be it beaches, waterfalls, mountains and many others make it very worth visiting.

One of the tourist destinations that must be visited in East Luwu Regency is Lake Matano, located in Sorowako, Kec. Nuha, Kab. East Luwu. These attractions must be visited because Lake Matano is one of the deepest lakes in the Southeast Asian Region. This lake has a depth of 590 m and is one of the 8 deepest lakes in the world. Lake Matano is the most recommended place to be visited by local and foreign tourists. The lake also includes ancient lakes that have a very long age until hundreds of years ago.

Another fact that makes this lake unique is its age (ancient), its depth, its enchantment, and has unspoiled beauty. The tourists can spend time to see the stretch of water combined with the blue sky. The tourists can also get around using boat facilities that can be rented while watching the sunset and the atmosphere of natural beauty that is more exotic [4].

The problem in tourism in East Luwu Regency is the lack of cooperation between the government and other parties. Therefore, the researchers conducted a study entitled "The Role of Government, Academia, and Private Sector Using a Triple Helix Approach in Tourism Development in East Luwu District".

The Triple Helix concept in the tourism industry is a plan that combines several tourism business practitioners to get together in improving tourism. Good cooperation by dividing the roles between the Government, Academia and the Private sector to undertake serious planning for tourism development in an area, this is because each actor who participates in the development of tourism will

maximally give his role and responsibility to develop tourism that is there is.

METHOD

This study uses a questionnaire (questionnaire) and observation (observation), a questionnaire that is a way of collecting data with a list of questions or a questionnaire of objects to be examined, the technical questionnaire is used in writing to obtain data through writing questions that are distributed to all tourism visitors in East Luwu Regency. While observing the method of data collection by jumping directly into the field to observe the Development of Tourism in East Luwu District.

Research on "The Role of Government, Academic and Private With Triple Helix Approach in Tourism Development in East Luwu District" also uses descriptive qualitative analysis methods and quantitative analysis, where qualitative descriptive researchers group data and interpret the results of answers from interviews, and questionnaires. Whereas quantitative analysis of data analysis used to collect data and stated variables describing Tourism Development in East Luwu Regency which would then be the total score from filling in the questionnaire, filling out the questionnaire was measured using a Likert scale.

Table 1. Likert Scale

| Scale | Score |
|-------------------|-------|
| Strongly Disagree | 1 |
| Disagree | 2 |
| Neutral | 3 |
| Agree | 4 |
| Strongly agree | 5 |

The data analysis technique used is Multiple Linear Regression Analysis, which aims to determine the effect of government regulation, academia, and the private sector on the development of tourism in East Luwu District. The regression equation in this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = Triple Helix

X₁ = Government

X₂ = Academics

X₃ = Private

α = constant

β₁ = Government variable regression coefficient

β₂ = Academic variable regression coefficient

β₃ = Private variable regression coefficient

e = annoying (error)

T test was also carried out in this study to explain the relationship of each independent variable to the dependent variable. The testing steps are as follows:

Determine Zero Hypothesis and Alternative Hypothesis

Ho: β = 0, meaning that the government, academic, and private variables partially have no significant relationship to the triple helix.

Ha: β ≠ 0, meaning that government, academic, and private variables partially have a significant relationship to the triple helix.

RESULT & DISCUSSION

The study aims to analyze the role of government, academia, and the private sector with a triple helix approach to tourism development in East Luwu Regency. The processed data can be seen in the table below.

Table 2. Test Result

| Model | Unstandardized Coefficients | | t | Sig. |
|------------|-----------------------------|------------|-------|--------|
| | B | Std. Error | | |
| (Constant) | 20.207 | 4.469 | 4.522 | .000 |
| Government | .051 | .164 | .030 | .310 |
| Academics | .174 | .127 | .135 | 1.372 |
| Private | -.378 | .138 | -.270 | -2.751 |

1. The Government's Role with the Triple Helix Approach in Tourism Development in East Luwu Regency

The results of statistical presentation have been done partially with the government role variable (X₁) to the triple helix approach (Y) that tcount is 310 and ttable is 1,753 to be tcount > ttable. Thus, a significant value of 0,000 < 0.05. This research has a positive effect which explains that the higher the role of government, the higher the triple helix approach. The level of significance has a level of truth that cannot be separated from a problem. Therefore, it can be concluded that the role of government has a positive effect on the triple helix approach, meaning that the greater the role of government, the better the triple helix approach.

Resdiana and Tanjung Sari stated the role of the government as a regulator or as a policymaker can directly build tourism facilities and infrastructure by working with the private sector and involving the people of the region so that it has a good impact on reducing unemployment by absorbing labor [5].

This research is also in line with research conducted by Wahyuni, Handini, Khristanto on the development of tourist villages in Tuban Regency, the role of the government, in this case, cooperates with the economic and tourism offices to make efforts such as providing training education to batik artisans [6]. Setyaratih explains that there are five main functions of government, including the first, the coordination function, which is related to the role of government in coordinating, planning, investing, and using land [7]. Second, the function

of representation, namely representing the community outside their area. Third, the development function, which is a function related to involving the government in various economic activities. Fourth, the regulatory function, which is the function relating to the formulation and enforcement of regulations. Fifth, as a service provider, namely government functions that have the role of providing services oriented to the environment and its people.

2. The Role of Academics with the Triple Helix Approach in Tourism Development in East Luwu Regency

The results of partial statistical tests have been carried out between academic variables (X2) to the triple helix approach (Y) that the tcount is 0.135 and the table is 1.753 so $tcount > ttable$. With a significant value of $0,000 < 0.05$. This research has a positive effect which explains that the higher the role of academics, the higher the triple helix approach. The significant level explains that the higher the role of academics in tourism development, the higher the triple helix approach as well. Thus it can be concluded that the role of academics has a positive effect on the triple helix approach, where the existence of the role of academics will enhance the triple helix approach.

Students will involve in the last three functions, namely to grow empowerment and together influence social change also influence political influence [8]. According to Hapsari & Nurhajjah stated that "Students as intellectual communities who have a unique social responsibility, there are five functions of these intellectuals namely creating and spreading high culture, providing national and international plans, uniting together and empowering, influencing social change and subordinating influence politically [8].

This research is in line with research conducted by Setiyarini and Chrismardani about the role of the triple helix in the development of ecotourism in Cibuntu Village, Kuningan, West Java [9]. The role of the three synergized stakeholders is known as Triple Helix. All three have their roles. Academics play a role in the process of observation and study of the tourism potential of Cibuntu village, making a village tourism roadmap, socialization to the community, the formation of KOMPEPAR (Tourism Movement Group), assistance, and training to the community. The role of the industry is represented by the Cibuntu village community.

3. The Private Role with a Triple Helix Approach in Tourism Development in East Luwu Regency

The results of partial statistical tests have been carried out between the private variable (X3) to the triple helix approach (Y) that the t-count is -0.270 and the t-table is 1.753 so $tcount > ttable$. With a

significant value of $0,000 < 0.05$. This research does not have a positive effect which explains that the role of the private sector does not affect the triple helix approach. The private sector does not have a contribution to the development of tourism in East Luwu Regency. This is because the private sector has not seen any business potential that has to be developed around tourist areas to contribute to employment, development of facilities, and infrastructure for tourist visitors.

Cahyo and Nuryanti said that the private sector has five main functions as a developer of tourist destination destinations [10]. The five functions are the private sector as a change in the development and provision of infrastructure, entertainment facilities, setting up ole-ole shops or shopping areas, supporting the development of tourist attractions, and supporting transportation facilities.

The role and authority of the private sector (Investors, Universities, NGOs, other tourism actors), namely, to promote tourism objects and to encourage tourist visits between attractions [11].

This study differs from research conducted by Mandrup and Jensen with the title Educational Action Research and Triple Helix principles in entrepreneurship education: introducing the EARTH design to explore individuals in Triple Helix collaboration which states that there is a significant influence of the private sector/industry in the development of innovation and entrepreneurship for student learning through the triple helix principle [12]. Furthermore, Leistyle and Fochler conducted research with the title Topical collection of the Triple Helix Journal: agents of change in university-industry-government-society relationships; the contribution of universities, industry, government, and society is enormous to drive the innovation process in various countries [13]. But most of this research focuses on the demand side, for example on the position of policy implementation through structural policy. On the other side, there are requests from universities, industry, government, and the community as producers not to wait too long from structural policies so they must be ignored. But research conducted on the development of the tourism sector in East Luwu Regency with a triple helix approach has no apparent positive role for the private sector, perhaps because the private sector has not seen it as a sector that can contribute or improve the economy.

CONCLUSION

Based on the above research results, the following conclusions can be drawn: (1.) The role of government and the role of academics in the triple helix approach from data processing results can be concluded that the role of government and academia has a positive effect on the triple helix

approach, meaning that the greater the role of government and Academics, the triple helix approach is getting better. (2) The role of the private sector to the triple helix approach from the results of his research can be seen that the role of the private sector does not have a positive effect on the triple helix approach, this is because the private sector has not seen any business potential that must be developed around the tourist area which can contribute to employment, development tourist visitor facilities, and infrastructure.

ACKNOWLEDGMENTS

Researchers thank those who helped during the article writing process: 1. Mr Dr. M. Risal, S.E, M.M. which provides motivation and helps researchers to complete this research. 2. Researchers would like to thank the Department of Tourism, Youth Culture and Sports in East Luwu for helping researchers to collect data related to research researchers. 3. And those who cannot be researchers say one by one, researchers say many thanks.

REFERENCES

- [1] D. Wang & J. Ap, "Factors affecting tourism policy implementation: Conceptual framework and case study in China," *Journal of Tourism Management*, no. 36, pp. 221-233, 2013.
- [2] V.M. Waligo, J. Clarke, & R. Hawkin, "Implementing sustainable tourism: Multi Stakeholder Involvement Management (MSIM) framework," *Tourism Management*, vol.30, pp. 1-12, 2012.
- [3] C. Hua Lie, et al., "Improving tourism policy implementation: The use of Hybrid MCDM models," *Tourism Management*, no.33, pp. 413-426, 2012.
- [4] <https://www.celebes.co/places-tourism-luwu-timur>, May 17, 2020, 21.45.
- [5] E. Resdiana & T. Tanjung Sari, "Strengthening the role of Triple Helix in Golden Triangle Tourism on Gili Labak Madura Island," vol. 1, no. 2, pp. 1-5, 2019.
- [6] S. Wahyuni, Y.D. Handini, & W. Khristanto. "The Triple Helix Approach in developing of the Batik Tourism Village of Tuban in Tuban Region."
- [7] F. Setyaratih, "The role of the government in developing Tourism Tourism Potentials: Case study of the Yogyakarta Sonobudoyo Museum," pp. 5-6.
- [8] N.R. Hapsari & S. Nurhajjah, "The role of Triple Helix in Ecotourism Development at Cibuntu Village of Kuningan District West Java," 2017.
- [9] T. Setiyarini & Y. Chrismardani, "The concept of Salt Ecotourism development through the Triple Helix approach on Madura Island," vol.13, no.1, pp. 1-62, 2019.
- [10] E.D. Cahyo & W. Nuryanti, "The role of the government and private Sector in the development of tourism destinations in Morotai Island Regency," vol. 1, no. 2, pp. 70, 2018.
- [11] A.G. Sugiana, "Tourism asset development framework from the Triple Helix model," *Academia-Industry-Government Relations*, 2013.
- [12] M.Mandrup & T.L. Jensen, "Educational action research and Triple Helix principles in entrepreneurship education: Introducing the EARTH design to explore individuals in Triple Helix collaboration," vol. 4, no. 5, 2017.
- [13] L.Leisyte & M.Fochler, "Topical collection of the Triple Helix journal: Agents of change in university-industry-government-society relationships," vol.5, no.10, 2018.