

# Tourism Planning Development of Border Territory Rote Ndao Islands Indonesia

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**Abstract**—Indonesia is a country with the largest number of islands in the world. Tourism with thousands of beaches should not be a problem. Rote Ndao is one of exotics tourism at the southern border territory of Indonesia nearby Australia. Somehow, the development of tourism is still far behind. Hotels, transportation, beaches quality were still disconnect with people surrounding to build the place. Local government runs slowly that make foreigners eventually build their own resort leaving local interests. How the tourism could let local people disengaged with the program. Cooper argues four concept will be applied for tourism components, they are: attraction, access, amenities and ancillary services. It is find that those four components need to be developed to build tourism in Rote Ndao as well as to engage the society culture and effort. It is concluded that the development of border areas should be taken into account essentially as an integral part of national development, as it have strategic value in supporting the success of national development. Indonesian government must pay serious attention to national welfare and security of this area. Also it is recommended to develop a comprehensive and integrative grand design of border area tourism plan for this area, including good tourism management between the government and the local community to ensure smooth synergy and collaboration.

**Keywords**—tourism, Border Islands, development program

## I. INTRODUCTION

Tourism is one of the most rapidly growing industries in the world. According to a United Nations World Tourism Organization (UNWTO) report, tourism is the world's largest foreign exchange earner and an important factor in the balance of payments in many countries, and outperforms exports of petroleum products, motor vehicles, telecommunications equipment, textiles and other goods or services [1]. Based on statistical data acquisition, through the agency of the tourism organization, United Nations World Tourism Organization (UNWTO), it is reported that tourism plays a huge role in the world economy, based on data in 2014; the number of international visits has reached 1133 million worldwide [1]. Apart from the emerging problems, geopolitics, economy and

health that are occurring in some countries, the tourism sector has generated a profit of US \$ 1245 billion [1].

Somehow, Indonesia is the fourth top income of tourism among Southeastasia countries. It is Singapore, Malaysia and Thailand respectevly as the highest income from tourism. The outermost islands are an important Indonesian porch, which has not been much of a concern for its condition. Rote Islands of Ndao, the southernmost part of Indonesia bordering to Australia, is the outermost island that should be geopolitically and geostrategically important, but its position is prone to foreign challenge. Rote Ndao Regency is an expansion area of Kupang Regency East Nusa Tenggara Province established based on Law Number 9 of 2002 which has a land area of 1,280.10 km<sup>2</sup> and an area of 2,376 km<sup>2</sup> of sea with a population of 117,280 souls. The capital of the Regency is located in Baa. The boundaries of Rote Ndao Regency are as follows [2]:

- North: Sewu Sea
- South: Indian Ocean
- West: Sewu Sea
- East: Pukuwafu Strait

Based on the geographical location of Rote Ndao Regency is located between the continent of Asia and the Australian continent and between the Savu Sea and Indian Ocean. Rote Ndao District has 96 islands with 7 uninhabited islands and 89 uninhabited. Most of the area is mountainous and hilly, just a little lowland. The area is mountainous and hilly, as in other places in Rote Ndao, it is known only for two seasons, the dry season and the rainy season, where the dry season is longer than the rainy season which causes the area of Rote Ndao belonging to dry areas. According to data reported by The National Agency for Disaster Countermeasure (BNPB) in 2017 it was recorded from 9 districts in East Nusa Tenggara Province that reported the emergency drought Rote Ndao is one of the areas.

Major problems of capacity and human resources automatically impacted the existence of tourism in Rote Ndao

Regency. Management of tourism sector has not been optimal yet. Indeed, the tourism sector can be one of the main sectors in increasing the regional income because this sector is central in increasing local revenue. The inability of local governments to manage tourism causes other adverse impacts on local governments. The impact is evident from the presence of foreign interference in this management. Foreign interference in the management of tourism does not have a significant impact on the increase in local revenue because the parties will prefer to profit for himself and his group. So the government only is a witness to the success of tourism management by foreign parties in the region.

Other impacts such as the management of uninhabited islands, especially those potentially in the ownership of natural resources and tourism, are highly vulnerable to abuse by both domestic and foreign parties, from private, business and the state. Threats are from domestic circles in the form of leasing, and even, the sale of the island to domestic and foreign investors, private and government. Foreign parties that manage it, easily abuse it, because of the difficulty of the central government to exercise control in the era of reforms filled with demands of freedom, equality of rights, justice, welfare, and devolution of power.

## II. THEORETICAL BACKGROUND

The impact of tourism for social and economy could be counted as: foreign exchange earning; community income; employment opportunity; prices; distribution of benefits; ownership and control; development in general and government revenue [3]. Tourism management is mostly left developed in developing countries, even technology and informal governance sometimes far from government goals in islands [4]. Some factors that influence the tourism management such as lack of funding, geographically difficult to reach, insufficient information on the tourism objects as well as infrastructure alternatives. On the community development that can side by side with tourism, it is lack of active participation of society from planning, implementation and maintenance of tourism objects. Socialization of tourism positives impact is also rare that local people could gain new income and create new jobs.

Tourism according to Musabef [5] is place that embraced happiness and fun with beauty places, clean and comfortable, access to reach, rare and unique, have an accommodation and transportation along with high natural attractive or cultural shows. Oka [6] said that tourism has six positive impacts, they are a) chance to do business, local people could provide services of tourists' need and expectation which come from many places and countries, b) chance for employments, for examples to build hotel with 400 rooms at least need 600 employees, c) Increase income and exaggerate income equality as a result of multiplies effect, d) tax income for government; e) could increase Gross National Bruto, f) support for investment and tourism industrial along with other economic sectors.

A Gima Sugiama [7] states that tourism management is a synergy of various tourism components that tourists need, they are four components that will be analyzed in the tourism management in Rote Ndao, 1) Attraction, that divided by manmade attraction (historical, cultural and religious), attraction by nature (natural views such as waterfall, beaches, mountains); 2). Accessibility, facility of transportation to reach the place (terminal, tariffs, time of travel, road); 3) Amenities, facility of tourism services (culinary, drinks, hotels, finances access, entertainment, retailing, health and security); 4) Ancillary Services, institutions and human resource that support tourism.

Meanwhile, territorial boundaries hereinafter referred to as borders are conceptions as well as empirical elements of nation-state construction. The border becomes a market for the work of the sovereign authority and national identity of a nation-state. Joash and Erwin in Nugroho say that the following border line with its border area governance has a strategic meaning and function for the State to uphold the territorial sovereign entity as well as the basis of the collective identity of a nation [8]. The border region has a very vital and strategic significance both in the viewpoint of the defense of security, as well as in the economic, social, cultural point of view

The border area of a State is a major manifestation of the territorial sovereignty of the State. As the country with the second longest coastline in the world that is 81,900 km, Indonesia is faced with complex border problems. Internally, the challenges and problems are more structural-administrative, while externally related to defense of law enforcement, regional development and Indonesia's ability to adapt and interact with neighboring countries.

In accordance with the principle of international law namely *Utī Possidetis Juris* (a country inherits the territory of the ruling colonists), and then the scope of Indonesia is the entire territory inherited by the Dutch colonialists. Maintaining the integrity and sovereignty of the Republic of Indonesia whether land, sea or air including citizens, maritime boundaries, islands and natural resources is the absolute obligation of the state. However, up to now there are several borders of the territory of the country that became a dispute that threatens the territorial integrity and sovereignty of the Unitary Republic of Indonesia. Border areas are also vulnerable to cross-border law crimes such as illegal trading, illegal logging, illegal migration, human trafficking and smuggling of goods. Another thing that is quite apprehensive is the state of society in the border area that seemed to escape the attention of central and local government. Conditions in the field show many state border management policies that are not mutually supportive and less synergic with each other. So far, the handling of border issues is still ad-hoc, partial and sporadic by different agencies or institutions.

Definitions and approaches related to this study. First, Management is a management activity that includes planning, organizing, directing, supervision and control. Secondly, the

State Boundary is a boundary line that is the separation of a country's sovereignty based on international law. Thirdly, the Border Area is part of the territory of the country which lies on the inside side of the border of Indonesia with the other country, in the case of the border area of the country on land; the border area is in the sub district. Fourth, stakeholders of state border management are the various parties involved in the formulation of state border policies, strategies, programs and activities of state border management, i.e. ministries, government agencies, non-ministries, provincial, municipal, district, village, and society. Fifth, Collaborative Governance is a multi-stakeholder's governance method that involves various stakeholders either directly or indirectly, consensus oriented, and deliberation occurs in collective decision-making process, but collaborative governance is not only a formal institution but can be a way of behaving behave).

Meanwhile, related to the approach used to understand the problem of border management, there are at least three approaches, namely the first Security (security approach), both Prosperity (prosperity approach) and the third Transparency Budget. The security approach assumes that the border issue is only a geopolitical issue, so the boundary must be strictly maintained with military force to avoid external interference. In general, the security approach can be defined as an approach that emphasizes the country's ability to maintain its border security and defend itself against real threats. This approach better understands the function of the border as a function of military-strategic, national unity, nation-state development and the development of national identity.

Border area is the front porch of a country, so it needs to be arranged in such a way as to look neat, comfortable and pleasing to the eye.

Thus, in addition to the development of defense and security is also required development of people's welfare [9]. Therefore, there needs to be a paradigm shift approach in managing the border from security approach to prosperity approach which can be done through tourism.

#### A. Attraction

Tourist attraction is a place / situation that have tourism resources that are built and developed so it has an attraction and cultivated as a place visited by tourists. Therefore, tourist attraction is one of the valuable assets in the development of a region. Tourist attraction itself is a potential that encourages the presence of tourists to a tourist destination (DTW). In a position that is very decisive then the attraction must be designed and managed potentially so that it can attract tourists to come. Generally, the attraction of a tourist attraction based on [5]:

- The existence of resources that can cause a sense of fun, beautiful, comfortable and clean
- There is a high accessibility to be able to visit it.
- The existence of special features or specifications that are step.

- The existence of supporting facilities / infrastructure that serves the tourists who attend.
- Natural tourism object has a high attraction because of the natural beauty of the mountains, rivers, beaches, sand, forests and so forth.
- Cultural attractions have a high attraction because it has special value in the form of art attractions, traditional ceremonies, noble values contained in an object of human works in the past.

Management of this tourist attraction needs to be considered about the tourism infrastructure, tourist facilities, tourism infrastructure, and the community surrounding the attraction. Tourism objects can develop well if managed and developed by skilled workers who have reliable human resource quality.

#### B. Accessibility (Access to Reach Tourist Area)

Accessibility here means the level of intensity of a destination can be reached by tourists. Accessibility in tourism with respect to the level of convenience of a tourist reaches a tourist attraction. Accessibility is important to note, given the aspect can give a big influence for the tourists. This access includes facilities infrastructure and facilities that enable every tourist can reach up to the tourist destinations. Several factors in the accessibility component are local transport facilities and transportation terminals. Some things that affect the accessibility of a place are the condition of roads, transportation rates of vehicles, transportation networks, mileage and travel time. The better the accessibility of a tourist attraction, tourists who visit can be more numerous. Conversely, if the accessibility is not good, tourists will feel the obstacles in the visits that do in the tour.

#### C. Amenities (Tourist Facilities and Services)

Amenities or conveniences are a variety of services shown to meet all accommodation needs that include food, beverage, lodging, financial services and other support services that allow travelers to stay temporarily in the area. Amenities include a variety of facilities to meet accommodation needs, food and beverage outlets, entertainment venues, retailing and other services such as health, banking and security needs.

#### D. Ancillary Services (Institutional and Human Resources Supporting Tourism)

Support services or efforts of various parties who design the development of tourism, realize and control the tourist destinations to be sustainable. Supporting services here is the existence of various organizations, both the Government and private parties are intended to facilitate and encourage the continued development of tourism in the destination concerned. Such parties, among others: The Regulators and facilitators namely the government of tourism associations, local communities and others who support Tourism.

However, in the implementation there are several causes that can support or hinder the implementation of programs in the field, in this case the causes that hamper the management of tourist attraction is the barriers found in the implementation in the field. While it is intended to support the implementation of tourism object management is a supporter of successful implementation of the program in the field. For that, the management of existing tourist objects must be seen from the layout and the potential of tourism objects that can be developed and can be used as one of the *prima donna* to attract tourists to visit. A tourist object must meet three requirements, namely [6]:

- The area must have what is called "something to see". That is, in place there must be a tourist attraction and tourist attraction that is different from what is owned by other areas (natural scenery, ceremonies, art) that can be seen by tourists.
- In the area there should be a so-called "something to-do" (something to do). This means that there are recreational facilities that allow them to stay longer in the place (adequate lodging / hotels, swimming pools, water bikes) so they can do something that cannot be done at home or in other tourist attractions.
- In the area should be available what is called the term "something to buy" (something to buy). That is, in the place must be available facilities for shopping (shopping), especially souvenirs and handicrafts of the people to take home to their respective home. In addition to the requirements that must be met to become a tourist attraction in an area, it is necessary to establish a strategic area of tourism seen from various aspects.

As mentioned in Article 12 paragraph 1 of Law Number 10 Year 2009 on Indonesia Tourism stated that the determination of strategic tourism areas is done by taking into account aspects:

- Potential natural and cultural tourism resources are the main attraction of tourism
- Market potential
- Strategic location that plays a role to maintain national unity and territorial integrity d. Protection of certain locations that have a strategic role in maintaining the function and carrying capacity of the environment
- Strategic location has a role in conservation and utilization of cultural assets
- Community preparedness and support, and
- Specificity of territory.

#### *E. Tourism Object Management Efforts*

The management of tourist objects is basically done based on the potential of the community in the area. The pattern of tourism object management is expected to be able to encourage

the growth of various sectors of populist economy such as people's craft industry, trade-service industry, agro-industry and home industry. This kind of activity is expected to be a factor of attraction for tourists to visit the village.

The goals of Tourism Object Management are to develop and expand the diversification of national tourism products and quality based on the empowerment of local communities, arts, and culture, and natural resources (natural charm) while maintaining the preservation of traditional arts and cultures as well as the preservation of the local environment, expanding the tourism market especially overseas markets [6].

The development of community-based tourism should pay close attention to four key considerations:

- Accessibility; Key issues: convenience and reliability.
- Environmental preservation (natural and cultural); the main issues: intensity and friendliness.
- Economic progress; Key issues: business benefits and cycles.
- Sustainable management; Key issues: goals and methods.

Facing the main issues as mentioned above need to be prepared various strategic responses, among others relating to:

- Transport lines and terminals;
- Hospitality service;
- Cultivation of a particular tourism market;
- Presentation of the presentation of local cultural heritage;
- Product diversification and control;
- Investment and employment of local workers;
- Community participation in all activities;
- Coordination and integration of all related elements.

Tourism Object Management is one effort in the tourism sector that is expected to contribute positively to the community. This is in accordance with Yoeti's opinion [6], which says that in order to build a rural economy based on population, building a village into a Tourist Village is a way of poverty alleviation efforts. By developing and developing Tourism Objects, at the same time will be able to empower community development in the form of:

- Developing small and medium scale businesses whose outcomes can meet the needs of the common people and tourists who come to visit the attraction.
- Developing handicraft, souvenir goods, arts, paintings, and items that can be made by visiting the tourism object.

- Develop agro-tourism for crops grown traditionally in the tourist attraction.
- Develop ecotourism (ecotourism) to attract Eco tourists and nature lovers who in the near future will be expected to visit more.
- Develop and make people's homes into a decent Home Stay to accommodate tourists who stay in the tourist village.
- Enliven and maintain the art of traditional culture, folklore and life habits of society (the way of life) that live in the community to serve as a tourist attraction in the evening.

Furthermore, other things that play an important role in sustainable development are the concept of quality tourism (quality tourism) which recently began to be accepted in various places. This concept draws attention based on three fundamental considerations, namely:

- Beneficial from market interests;
- Beneficial to the local community;
- Support environmental conservation efforts (nature and culture).

### III. METHODOLOGY

The data source of this study uses primary data that is data collected based on the results of interviews and observations and secondary data that is data that has been collected by data collection agencies and published to the data user community. Data collection methods used are document review using secondary data obtained from various sources and primary data obtained from interviews and observations. Researchers conducted research at the Northwest Rote District, Indonesia. With key informants are The Subdistrict Head of Northwest Rote District and local community. This reaserch was conducted in June to December 2016 for data gathering, and continued with secondary data collection and analysis until 2019.

After completing complete data collection activities, the next step is to analyze the data. Author analyze the data to describe 4 pillars of tourism development in the observed area, then analyze the causal relationship. This causal relationship is based on theoretical foundation, previous research and logical reasoning. Data that has been well managed through processing and simplification at a later stage needs to be analyzed, which in turn will be a reference for drawing conclusions. So in this research the data analysis is done after the required data has been collected from the results of interviews and observations and document review in the field. The data analysis process will be presented in the form of narratives based on direct quotations from interviews with information providers and notes field notes in the form of qualitative narrative sentences in accordance with the focus of the problem.

### IV. RESULTS AND DISCUSSION

Uma Sekaran in Sugiyono [10] argued that framework thinking is a conceptual model of how theory relates to various factors that have been identified as an important issue. In this study, the focus is emphasized on the Management of Tourism Objects in border area of Rote Ndao. The process of managing tourist objects so far has not been done optimally, which in line with the increasingly complex era with the increasingly primary and secondary needs of human beings and the limited movement of local government and local communities due to the absence of local regulations governing the affairs associated with the village the custom. Thus, through primary observation indicate that the number of rural poor is always higher than the number of poor people in urban areas, so it is expected that the management of tourism objects into a leading sector in the development of Rote Ndao regency, became one of the alternative tourism development approach in the form of development and utilization of objects sustainable tourism in tourism.

The main concoction of tourist attraction embodied in the lifestyle and quality of life of the community. The management of the Tourist Attraction is influenced by the economic, physical and social conditions of the region, such as space, cultural heritage, agricultural activities, natural landscape, services, historical and cultural tourism, and unique and exotic experiences typical of the region. Thus, tourism object modeling should continue and creatively develop the identity or characteristic of the region. Efforts to manage sustainable tourism object that is the involvement of the local community or the participation of the local community, the development of the quality of rural tourism products, the formation of local business groups. Authenticity will provide competitive benefits for rural tourism products. The main elements of authenticity of the main tourism products are original quality, originality, uniqueness, regional characteristics and regional pride embodied in the lifestyle and quality of life of the community specifically related to the behavior, integrity, friendliness and sincerity of the people who live and develop into the community local.

In line with the efforts of tourism object management, this research is conducted to describe the management of tourism object in Rote Ndao Regency using the 4A Tourism Component approach [11] and the efforts undertaken by Government and Society with reference the current law and regulation is implemented by involving the community in the context of empowerment because the community has a great influence socially in the environment of their lives in the environment, so that the community becomes the subject of the management of tourist objects. It is expected that with the management of tourism object that refers to the above approach will increase the income of the community that led to the economic independence of the community. Which is described on the framework in the Figure 1 as follow.

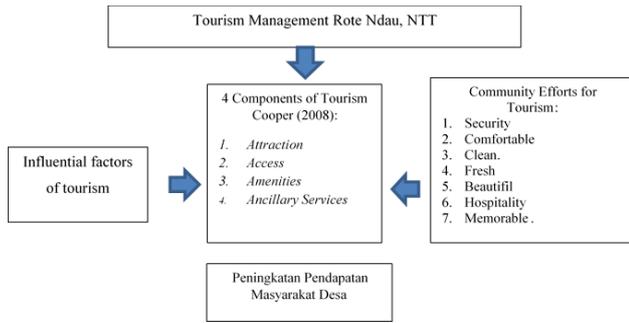


Fig. 1. Research framework.

According to this study, tourist attractions that have not been developed properly, Accessibility is still difficult and expensive, and has not been supported with adequate facilities, as well as relevant stakeholders have not synergized to develop tourist attractions. While community participation and the Role of Local Government in managing tourist objects can be said they have cooperated in improving the sustainability of tourism object, for example like Local Government to socialize and counseling for every society around the tourism object to maintain its sustainability. Community participation can be considered quite low, because they have not known what to do to embrace tourism. However, some realities may encourage the management of tourist attractions in increasing the income other region of the community, among others: the authenticity of Tourist Attractions (nature and culture), promotion and tourism such as ‘Sail Rote’ that invited international sailor and surfing tourism. Obstacles faced in managing attractions in increasing the income of the community include: difficult and damaged road access, and facilities and infrastructure that have not been adequate, Human Resources that have not been limited in improving management through extension and awareness of the importance of tourism

In addition, complex border issues need to get serious attention from the government or stakeholders. The handling of borders has not been done optimally as well as has not been integrated and there is often a tug of interest between the various parties handling border areas horizontally, sectoral and vertically. The border area is the face of Indonesia. However, the central and local government policy has always seemed to regard the border area as the backyard. Indonesia's border region with other countries is synonymous with backwardness, poverty, underdevelopment and lack of infrastructure.

Somehow, lack of facilities and infrastructure with respect to basic services in North West Rote and Southwest District districts have water shortages, skilled medical personnel, professional teachers, the difficulty of electricity, lack of transportation and communication. Other information related to the process of using funds and the overlap in the rules governing the management of village finances issued by the Ministry of Village and Ministry of Home Affairs. This reality that causes some development projects to be not implemented in accordance with the plan and the fear of village administrators in using the funds. The author also found the

existence of Police interference in the management of funds. Whereas in the government budget management system has established a special agency or agency that aims to supervise, audit, and evaluate the management of the budget by the government. The police are not part of any institution or entity that has been established by the government. With regard to the duties and authorities of the police it is not mentioned that the police interfere in the management of the government-administered budget. This led to a resistance by the police to the government.

Access to clean water sources (drinking water) is known to reach only about 48.38%, each sourced from tap water to homes, retail cans, pumps, protected wells, and protected springs. Identified a number of strategic issues and urgent issues that require serious attention, among others, PHBS aspects among the community is still minimal, both due to limited knowledge, insight and awareness level and access to clean water; funding and financing is still insufficient, so impact on the limited provision of facilities & infrastructure, system and service coverage; sanitation sector regulation does not yet exist, whether it regulates technical service of operational and retribution; the business community has not contributed significantly to sanitation sector management; operator and regulatory functions have not been done proportionally.

The environmental drainage sub-sector identified that the availability of drainage has not been sufficient; drainage is still used as a place to throw and burn garbage; a narrowing of the drainage cross section, whether caused by sedimentation or waste; dredging has never been done, if ever, not continuous; and there is no SPAL yet. North West Rote District and Southwest District are areas that have the opportunity to develop rapidly. This area has a superior resource of tourism. Tourism is one of the areas prioritized by Rote Ndao Government. This is evident in the Vision and Mission of Rote Ndao Regency in 2015-2019.

The vision to be achieved is the realization of a dignified Rote Ndao society based on the development of tourism supported by agriculture and fisheries. While the mission is to develop tourism facilities and infrastructure; supporting the development of tourist attraction; developing tourism resources, developing cross-sectoral cooperation, building information network system and promotion of tourism; improve the quantity and quality of human resources and tourism institutions; develop environmentally sound tourism. Although not yet optimally utilized, the diversity of natural resources held to date has not been able to encourage local economic activity and encourage the activities of regional economic units. Another potential is the regional strategic position that allows the region to have direct access to Australia's border waters. The strategic position as a border area with direct access to neighboring countries is a *push factor* for economic development in North West Rote District and Southwest District and surrounding areas. As a frontier area, it is expected that the economy in North West Rote and

Southwest District Sub-districts will progress with the opening of the tourist destinations as well as the Border Post.

The development of tourism in Indonesia is in line with the government's program in promoting tourism as an addition to the state's foreign exchange outside the oil and gas sector. The tourism development program launched since 1988 is expected to attract the presence of domestic and foreign tourists who will eventually bring in revenues for state finances. Expenditures by travelers are expected to increase local incomes. Another advantage is the construction of supporting infrastructures to these tourist sites including transportation, lodging, and even shops. In addition, the greater openness of community insight about the outside world due to direct interaction between local residents with tourists both domestic and foreign. The development of the regional tourism sector is part of the overall development of the region. This is expected to have positive impacts such as opening up employment opportunities, increasing regional and community income and can direct positive activities for the community and the young generation.

Natural attractions in Rote, has many interesting panorama as well as local arts such as dance and handicrafts. Utilization of palm leaves into various crafts such as Ti'i Langga Hat, Sasando (stringed instrument) and woven-webbing as the original handicraft products of the local community. Lontara trees can also be raw material of sugar plates (brown sugar) and water sugar (brown sugar). Another quite enthralling craft is the original handicraft craft of the Rote community. Thus, the potential of tourism Rote Island, it is necessary immediately addressed with the right tourism marketing model in order domestic tourists and foreigners could be increased the income of the community and the Regional Government of Rote Island.

As a coastal area, coastal tourism becomes a mainstay for Rote Nda. Road of all the beaches in Rote, Nembrala Beach and Mouth Beach are the most popular beaches of foreign tourists. Nemberala Beach is geographically very similar to Kuta Beach in Bali. Beach with a stretch of white sand, clear sea water and can see the shadows of Australia's black shore into Nemberala beach advantage. Nembrala Beach also has waves that are very suitable for surfers (surfing). Every September is always held a national and international surfing festival in order to increase tourism promotion. A thousand beaches are located in East Rote District has the advantage of marine park and pearl cultivation.

In addition to nature tourism, cultural tourism in Rote Nda is also very interesting, including sasando music, custom hat Ti "i Langga or Soulangga, traditional house of king and weaving. Sasando is a traditional musical instrument Rote made of palm leaves. Sasando music is picked to accompany the songs of Regional Rote and other national songs. These tools are commonly played in important social activities such as marriage, death, birth, and birthdays. The tourism sector also raised and introduced Sasando to local can and international community.

Rote Culture "Tu" u "Belis is a culture of death and marriage on Rote Island, with a ritual of drinking and eating meat for days. Tens to hundreds of sheep, pigs, cows, or horses are sacrificed. The festivity of the party is absolute, regardless of rich or poor. Traditionally, the "drum" of the death feast is played at the opening of the neneik (mat), shortly after a family member dies. Meanwhile, the wedding ceremony begins when the two families of the bride and groom make sure the date of marriage.

Nda. Traditional Ceremony (HUS) in Boni Village, North West Rote Sub-district is a skill race and horse racing test and footsteps tradition. HUS activities are conducted every year from July to September for the worship of Almighty God and the ancestors who have contributed to the blessing of rain for the district of Rote Nda. In the event the women dance accompanied by traditional musical instruments Rote (gong and tambur). Hus contains high philosophical value, which is to pay homage to God and the ancestors to rain and harvest with some procession, such as racing dexterity test, cooperate, and social event of society.

Cultural attraction Pukul Kakidi Tesabela Village New Beach District also attract tourists. The tradition is done with wrapped around the calf with Rote weaving cloth, then was hit by bamboo in the witnessed of spectators. Variation of dialect in Rote language also became one of the local wisdom that appeals to tourists. The richness of nature, art and culture owned by Rote Nda regency should be a source of local budget and can improve the prosperity of local people. However, it will not be achieved without being followed by proper management of the tourism sector. Marketing is the first step in managing tourism well. The right marketing strategy can increase the visit of tourism which in the end can realize good tourism governance.

It is found that foreign interference in tourism management. More resorts, management budgets owned by foreigners than indigenous peoples. This can lead to foreign domination of resources against local community. If it is not solved, local community only left behind in tourism business. Local Government was supposed to supervise local community to develop a tourism environment. However, it has not much done yet to improve tourism as Cooper four keys of tourism, attraction, access, amenities and ancillary services.

Another finding problem is the unresolved border regional development policy in the area that is the focus of this policy. According to a report submitted by Bappenas, each Ministry has allocated funds for development in the border areas. But the policy is only in the center and not to the area. Ignorance of local government related to this policy becomes proof that budget allocation of development policy in border area by minister is only in center and not socialized to every local government having border area. In addition, there is no budget transparency by the central government against development policies in border areas.

The border regions serve as the arena of contestation between regimes (security, politics, economy and culture)

where each regime runs each without collaborating with each other. This condition is further exacerbated by political contestation between levels of government both central and regional, even between central government agencies. Under the same conditions, the weaker and marginalized community regimes resulted in the lack of resources and authority. The border is used as the playground of the central or regional people. The border areas serve as a test of central government policy (the exercise of policy) which is sectoral egoism and project oriented. Not surprisingly, the billions of Rupiah funds that have been disbursed for many border projects are ultimately useless (international markets, international terminals, international schools, cross-border positions employed sectoral by individual ministries (unintegrated). action without a strong philosophical foundation.

#### Inhibiting Factors

- Facilities and infrastructure are still lack Facility and tourism infrastructure in some tourist objects in Rote Ndao Regency less than optimal. For example, there are still limited accommodation options for tourists. Support facilities such as bathrooms, houses of worship and even garbage cans are still limited.
- Very limited funds. The limited funds already budgeted by Rote Ndao Government are a major obstacle in tourism marketing and tourism development.
- The location of a tourist attraction far enough. The extent of the Rote Islands region causes the location of tourist attraction far apart. It encourages local governments to immediately add and expand access road to the tourist attraction.
- The quality of human resources is still low the tourism awareness community needs to be developed in order to optimize a tourist area. It can be done through various trainings to improve the quality of human resources. Training exercises that have been done are English training, tour guide training, home stay and culinary management training. It is expected to improve the economy of local people with creative economy. However, until now still felt the result has not been maximized.
- Awareness of tourism is still less Barriers arising from tourists and the community around the attraction is still a lack of awareness of the tourists and the community around the tourist attraction to maintain the environment. There are still many tourists who for the sake of personal interests are destructive to the environment like taking pictures selfie and garbage disposal

#### V. CONCLUSION AND FUTURE WORK

Based on the analysis that has been done can be concluded that the marketing strategy undertaken by the Office of Culture and Tourism Rote Ndao regency, the author of the view is still simple so it has not boosted the number of tourists both domestic and international. This is evidenced in the low tourist visit table, which ultimately affects the contribution of the tourism sector to local budget of Rote Ndao district.

Development of border areas is one of the commitments and development policies to be achieved by the government to promote the economy, especially those in the border region. To realize the welfare of the people in the border areas, the government should focus on improving services, empowerment to encourage self-reliance and development to develop community economic growth activities.

The problems faced, especially in North West Rote District and Southwest District; include lack of facilities and infrastructure related to basic services, lack of water, skilled medical personnel, professional teachers, the difficulty of electricity, lack of transportation and communication. While the discussion generally took place in Rote Ndao District during the discussions at the District Government Center, the emphasis was placed on the process of using funds that were the responsibility of the village administration and the overlap in the legal rules governing village financial management issued by the Ministry of Home Affairs and the Ministry of Home Affairs. This reality caused several development projects to be unavailable in accordance with the plan and the fear of the village administration in the use of the funds.

North West Rote District and Southwest District are areas that have the opportunity to develop rapidly. This region has excellent resources, namely tourism and also farms that are potential to be developed. Although not yet optimally utilized, the diversity of natural resources held to date has not been able to encourage local economic activity and encourage the activities of regional economic units. Another potential is the regional strategic position that allows the region to have direct access to Australia's border waters. The strategic position as a border area with direct access to neighboring countries is a push factor for economic development in North West Rote District and Southwest District and surrounding areas. As a frontier area, it is expected that the economy in North West Rote and Southwest District Sub-districts will progress with the opening of the tourist destinations as well as the Border Post.

In the future, one could explore the development of border areas is essentially an integral part of national development. The border regions have strategic value in supporting the success of national development. Indonesian government must pay serious attention to national welfare and security. The regional potential underlying regional development planning should be strengthened by data-based documents. The border area has strategic potential in terms of both welfare and security aspects. The integration between welfare and security approaches is important because one of the regions that have a

strategic role and position in order to maintain the existence of nation and state is the border area.

Preparation of vision and mission in Rote Ndao Regency must be done through cooperation with all SKPD in Rote Ndao Regency to make grand design of comprehensive, integrative and comprehensive border area of tourism. It is important to prioritize the potential of data-based areas in tourism, so that the development of border areas is not only oriented to the development of road infrastructure alone. Cooperation can also be done with the assistance of academics who understand about the preparation of the vision and mission that makes Rote Ndao Regency as the front page of NKRI.

- The need for coordination between local government and central government related to tourism development in border areas.
- Local governments should be more critical of tourism development policies in border areas created by the central government so that the policy budget is intended for development in border areas

Management of tourism objects becomes very important for the increase of people's income, in accordance with the indicators of tourism development; the authors can provide suggestions as follows:

- In order for Attractions owned by every tourist attraction can be developed Local Government in cooperation with the community sit together to list of tourism places and cultures. So that visitors can often visit the attractions of the Local Government to immediately improve the road to Tourism object other than that the local government needs to add public transportation to the object of tourism, and coordinate with the Central Government associated with the addition of flights and time can be reached quickly by visitors.
- Provision of supporting facilities around the object of tourism, so that the Local Government can coordinate well with each other so that the provision of supporting facilities around the object of tourism does not encounter problems with the community.
- Local governments as facilitators and coordinators need to facilitate and coordinate the activities of private parties to assist the community in managing the object of tourism, so that the arrangement of appropriate zoning and tourism is increasingly known in the tourism industry market.

- Master Plan of Island Tourism Development should be developed in which Planning Strategy Development Planning, Accessibility, Amenities and Ancillary Service, with good synergy. Where the participation of all Stakeholders in the development of tourism is very strategic for the realization of the welfare of the community.

To have management of tourist objects to run well then the government of Rote Ndao regency needs to pay attention to factors - factors that affect the form of Tourism Attractions, Tourism Development, Human Resources and Public Participation in tourism object management. The Government and the local community need to coordinate and synergize sustainably in managing the object of tourism together to be more productive again to increase people's income.

The importance of tourism awareness and tourism charms that become part of the main tasks and functions of the Department of Tourism and Culture of Rote Ndao needs to be improved both through continuous socialization and assistance as well as with the issuance of Regional Regulations to frame the implementation of the management of tourist objects to enhance the sense of comfort for tourists visiting the tourist objects so that people's income can increase.

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