



Tourism Development Strategy in Sidenreng Rappang District

Sofyan B. ^(✉), Juanda Nawawi, Muhammad Rusdi, and Hasniati

Department of Public Administration, Hasanuddin University, Makassar, Indonesia
sofyanyofi@gmail.com

Abstract. Sidenreng Rappang Regency is one of the regencies located in the region of Sul-Sel Province and is a tourist attraction that presents promising tourism in increasing the foreign exchange of regional budgets. Tourist attractions in Sidrap district The area is quite a lot but dominated by historical attractions a number of 27 pieces, most of which are cultural heritage sites, the rest are monuments of the struggle for independence. This research uses a qualitative approach. Data collection through observation, interviews and documentation. Data analysis using qualitative descriptive analysis. Based on the results of research that has been carried out in tourist attractions and the results of interviews with several informants that the natural panorama is beautiful, cool and pristine/natural, abundant water sources, Good security conditions, The community around the tourist attraction. Adequate facilities and infrastructure, have a variety of tourist attractions and the atmosphere of tourist attractions that provide comfort so that by designing a tourism development strategy can be realized.

Keywords: Strategy · Development · Tourism

1 Introduction

Tourism development in Sidenreng Rappang Regency certainly requires the cooperation and support of the government together with the community, where at the conceptual level policy formulation does not only contain the thoughts or assumptions of leaders representing members, but also contains public opinion and public voice, as described by Dunn [1].

There are three important reasons for tourism development, namely (1) Tourism, which is one of the few appropriate alternatives to accelerate rural economic development. Passing through tourism, the Region will see a correction of infrastructure, capital inflows. Entrepreneurship, and the flow of desired goods and services can increase the capacity of the surrounding community. (2) Tourism is one of the media that is capable of diverting or distributing economic opportunities from urban places to urban villages. The transfer of opportunities for economic energy sources is important considering that the urban area is still trapped by a strong vortex of poverty characterized, among others, by weak non-agricultural activities, limited infrastructure and limited entryways to essential services. (3) Tourism can accelerate: (a) Economic growth and stability, (b) Expansion

of employment opportunities to increase incomes of communities and places in Sidenreng Rappang Regency, (c) Correction and maintenance of public services and basic infrastructure, as well as a variety of neglected traditional houses and (e) revitalization of the handicraft industry, cultural customs, and traditional identities [2].

The development of handicrafts, traditions and local cultural identities that are still lacking makes an important contribution to attract the sympathy of tourists to visit the tourist park of Sidrap Regency [3]. The government's awareness of the formulation of more strategic public policies for the development of tourist attractions is expected to be realized. This is as a result of the existence of such a diverse society, causing such a complex of demands that result in public policies that are difficult to resolve. The most important thing in public policy is formulation so that it will largely determine the success of the public policy made. Hutagaol [4], study tries to examine the formulation of strategies for efforts to develop tourism objects in Sidenreng Rappang Regency.

2 Research Methods

This research uses a descriptive qualitative approach through case studies. Data collection is carried out through observation, interviews, and documentation. To the extent that informants are included in the study, informants are subjects who understand information about the object of study as an actor and other people who understand the object and approach of research. Data analysis using qualitative descriptive analysis [4].

3 Results and Discussion

The tourism development strategy in Sidenreng Rappang Regency includes:

3.1 Attraction

- Tourist attractions are natural attractions that are still natural and have abundant sources of bathing. Tourist attractions consist of 2, namely:
- Site Attraction/Natural Amenities.
- As for natural attractions since tourist attractions there are such as bathing pool water, which can be a choice for tourists to chain and play water.
- Event Attraction/Man Made Supply.

The attractions of tourist attractions after human intervention are divided into 3 elements, including:

- History: there are cultural tours around the tourist attractions that can be enjoyed by visitors to witness the traditions and culture of the local community, where in the complex there are statues dressed in traditional clothes and rows of typical traditional houses from various sub-districts in the Sidenreng Rappang or Sidrap area. There are 11 stilt houses made of wood lined up neatly, providing a distinctive exotic view of the culture.
- Cultural: Not only spoiled with its amazing natural scenery, Sidrap Recreation Park is also equipped with a cultural tourism complex that depicts the rich customs and culture of the local community.
- Religious: *Musholla*.

3.2 Accessibility

As for the description of accessibility in the location of the attraction.

- Location of the attraction
- Attractions not far from the city center
- Road conditions to the tourist attractions that support
- Available traffic signs and site road
- Accommodation available
- Hawker centers, restaurants, and supermarkets in the tourist complex
- Spacious parking area clean water
- Security
- Guide services (guide) who are always ready to guide tourists.

3.3 Activity

The tourist attraction presents a variety of natural atmosphere beauty that is still natural. This makes tourists who visit and the surrounding community to carry out activities.

Tourist Activities

- Take a walk in the woods while enjoying the natural panorama.
- Soak in the swimming pool in the midst of the vast nature.
- See the customs/culture of the community around the tourist attraction.

Community Activities

- Trade or sell tourist needs such as food and drinks as well as sidenrreng Rappang souvenirs.
- Tire rental for the tourists.
- Carrying out traditional events typical of Sidenrreng Rappang.

3.4 Institution

The institution that manages the tourist attractions in this case the Department of Culture and Tourism of Sidenreng Rappang Regency. In addition to the Disbudpar of Sidenreng Rappang Regency, the tourist attraction is also managed by the Natural Resources Conservation of South Sulawesi Province under the auspices of the Minister of Forestry because this tourist attraction is located close to the forest area. However, Natural Resources Conservation only focuses on the forest, while the Department of Culture and Tourism focuses on its tourist attractions.

The recommended strategies in developing tourist attractions are:

- Increase promotion of holiday objects through a variety of media both print and electronic media (by increasing the quantity and quality of promotional materials in the format of leaflets, brochures, booklets, interactive CDs and sites), holiday exhibitions run by Disbudpar.

- Improving facilities and infrastructure as well as supporting infrastructure such as building outbound zones and other driving facilities so that they are attractive and provide comfort for visitors. In addition, the correction of damaged roads and widening of roads to holiday objects can facilitate the entrance for travelers who want to visit.
- The development of holiday objects does need to be improved, especially the increasing number of other holiday objects and the increasing competition between holiday objects, therefore holiday objects need new findings to develop in a better direction. The government's place in the holiday object is constrained by funds, therefore it needs help from private financiers and tourism actors.
- In optimizing holiday objects, it is necessary to be ethically carried out development and development to the potential contained in holiday motorcycle taxis in a tiered manner and deserve to be prioritized by looking at the points of competitive advantage and comparative advantage, the peculiarities of the object, development wisdom and availability of funds and human resources.
- Taking advantage of the potential of holiday objects, namely abundant water sources, optimizes opportunities that can be marketed and can attract visitors.

4 Conclusions

Based on research that has been carried out in tourist attractions and the results of interviews with several informants, it can be concluded that the natural panorama is beautiful, cool and pristine/natural, abundant water sources, Good security conditions, The community around the tourist attraction. Adequate facilities and infrastructure, have a variety of tourist attractions and the atmosphere of tourist attractions that provide comfort so that by designing a tourism development strategy can be realized.

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