



Tanjung Bira Beach Tourism Area: Sustainable Tourism Management Strategy

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Abstract. Tanjung Bira Beach tourism area is a unique characteristic in Indonesia. The existence of this beach, therefore, has not been well managed so that its potential cannot be maximized. The purpose of this study is to analyze the potential, weaknesses, opportunities, and threats in the management of Tanjung Bira Beach tourism area and determine how to determine strategies for sustainable management of Tanjung Bira Beach tourism area. Respondents of this research are traders who sell at Tanjung Bira Beach as many as 2 people, boat service fishermen around Tanjung Bira Beach area 2 people, lodging managers around Tanjung Bira Beach tourist area as many as 2 people, Tanjung Bira Tourism Area manager as many as 1 person, visitors to Tanjung Bira Beach tourist area as many as 2 people. SWOT analysis was conducted in this study with the aim of knowing the strategy in managing this tourist area. The results showed that tourism facilities, especially water, cleanliness and regeneration of tourism actors are sources of problems so that a sustainable management strategy is needed so that tourism and the economy around Tanjung Bira Beach are growing.

Keywords: Management, Strategy, Sustainable, Tourism.

1 Introduction

Indonesia has many cultures including natural products that are very plentiful so that it makes the attraction of Indonesia tourism for various people both domestic and foreign. One of the sources of foreign exchange income for Indonesia originates from tourism, because it is from tourism that Indonesia's economic growth has experienced positive changes [1]. The Indonesian government has conducted various ways to promote tourism, one of which is through social media to attract domestic and foreign tourists. The use of social media is currently an effective step to promote a tourist attraction because access is easier and wider to reach out to [2]. Tourism around the coast or tourist areas is an effective strategy for supporting the development of sustainable living and poverty reduction [3]. Tourism activities will create new opportunities for employment, help sustain local populations, conserve Indonesia's nature, and contribute to the socioeconomic development of underdeveloped regions [4].

Tanjung Bira Beach is in South Sulawesi Province, precisely in Bonto Bahari District, Bukumba District. Tanjung Bira Beach tourism destination is a fairly well-known tourist destination by the general public. This is evidenced by the fact that

there are many vendors selling food and many inns around Tanjung Bira Beach. Even though Tanjung Bira tourism is a tourist attraction in South Sulawesi Province, the prosperity of the surrounding community as souvenir sellers is still low. Their income ranges from Rp75,000-Rp125,000/day, which is not enough to fulfill their daily needs. Tourism management at Tanjung Bira Beach has not been optimized and is highly dependent on the tourist attraction carried out by souvenir sellers [5]. The management of Tanjung Bira Beach tourism area that has not been optimized has a significant impact so that various strategies are needed to resolve it. The strategy is determined by looking at the strengths, weaknesses, opportunities and threats that exist in the Tanjung Bira Beach area. Based on this background, the purpose of this study is to analyze the potential, weaknesses, opportunities, and threats in the management of Tanjung Bira Beach tourism area and determine how the sustainability management strategy.

2 Literature Review

2.1 Development Strategy for Sustainable Areas

Tourism is one of the factors based on the requirements of modern society that is continuing to develop rapidly [6]. Sustainable tourism development integrates the environment well, minimizes negative impacts, maximizes economic benefits, and preserves the social and culture of local tourist areas so that it will have a positive and significant impact on the performance of the tourism industry and the quality of life of the community. Sustainable tourism activities are based on the principles of transparency, mobility, and accessibility of transportation [7]. Competitiveness structures in the tourism industry are risk management & adaptive environmental strategies, innovation and product development, sustainable development planning, networking and public awareness, and education for sustainability [7].

Additionally, there are strategies that must be carried out in the development of tourist areas including community empowerment and management of tourist destinations to manage tourist destinations for the better in the future and be able to provide quality services to ensure tourist satisfaction and safety [8]. Various innovations are made to strengthen competitiveness and attractiveness [9]. The collaborative tourism capacity building (TCCB) approach is one of the right strategies to provide training to tourism players [10]. The existence of an innovation conducted in the tourism sector will increase competitiveness among economic actors and increase profitability, so that the advantages of each economic behavior will appear [11]. In developing tourism, it must consider several strategies including strategic implementation planning, monitoring, and evaluation. [12]. The existence of sustainable industrial development will provide a unity of various interests to identify and give priority to tourism potential to help optimize the improvement process. [13].

3 Research Method

The analytical method used in this research is descriptive with qualitative research and the object of research at Tanjung Bira Beach Makassar. The data obtained in this study are based on field observations and interviews. Respondents of this research are traders who sell at Tanjung Bira Beach as many as 2 people, boat service fishermen around Tanjung Bira Beach area 2 people, lodging managers around Tanjung Bira Beach tourist area as many as 2 people, Tanjung Bira Tourism Area manager as many as 1 person, visitors to Tanjung Bira Beach tourist area as many as 2 people. The list of questions asked in this study is presented in table 1.

Table 1. Table captions should be placed above the tables.

Question	Rationable
Respondent identity	Sociodemographic
What strength are there at Tanjung Bira Beach?	The potential of Tanjung Bira Beach
What weaknesses are present in the development process of Tanjung Bira Beach?	The weakness of Tanjung Bira Beach
What are the opportunities that can make Tanjung Bira Beach awesome?	The opportunities of Tanjung Bira Beach
What threats are faced by tourism actors, local communities, and local government in developing Tanjung Bira Beach?	The threats of Tanjung Bira Beach

For valid data, cross-checking between the results of observations, interviews, and documentation was carried out. SWOT analysis conducted in this research is needed to identify how internal and external factors can produce a positive strategy for Tanjung Bira Beach tourist attraction.

4 Empirical Results

4.1 Analysis of Internal Environmental Factors

This analysis was made to determine the ability of Tanjung Bira Beach tourism area managers in the management and marketing activities of Tanjung Bira Beach. The identification of internal environmental factors was carried out through interviews with informants from the surrounding community, traders, hotel managers, and the local village government through interviews. Based on the results of the interview analysis conducted, the Strength and Weakness are as follows:

Strength in the Management of Tanjung Bira Beach Tourism Destination. Tanjung Bira Beach tourist object is one of the tourist destinations that attracts many people because of its strategic location that provides stunning beach beauty and has its own characteristics. The ticket price is very affordable at IDR 20,000. Water rides on Tanjung Bira Beach are very diverse ranging from IDR 20,000 - IDR 50,000. Tanjung Bira Beach tourist attraction is one of the safe tourist attractions, because there are no

cases of theft, no other acts of violence, the existence of a beach security post makes visitors' activities monitored. The number of food choices sold ranging from rice stalls to restaurants with a wide selection of food variants of course at affordable prices. In addition, there are also many variations of hotel choices with a very eye-pleasing view. The community around Tanjung Bira Beach is also famous as a phinisi shipbuilder so that it can increase the attractiveness of investors to invest in phinisi shipbuilding.

Weakness in the Management of Tanjung Bira Beach Tourism Destination.

Tanjung Bira Beach is located in the sub-district of Bonto Bahari, Bukumba Regency, South Sulawesi Province, which takes quite a long time from Makassar City, which is almost 4 hours. This beautiful beach is very unfortunate because a lot of garbage is scattered around the beach making the view disturbed besides that access to clean water for restaurants, hotels, and public toilets is quite difficult. Souvenir products are not diverse, making the income of the community around Tanjung Bira Beach minimal. Activities in the form of training have also not been effectively carried out by the local government to business actors because people rarely understand Indonesian fluently, even though this can be done to improve the skills and innovation of souvenir traders around the beach.

4.2 Analysis of External Environmental Factors

Opportunity in the Management of Tanjung Bira Beach Tourism Destination.

Tanjung Bira Beach has a lot of opportunities, because it is very strategically located and has its own characteristic beauty, especially if you stay at the hotel, you will be able to enjoy the amazing beauty. The sustainable investment trend that is an opportunity in Tanjung Bira Beach is investment in the hospitality sector, this trend can increase rapidly because the beauty of Tanjung Bira Beach can be casually enjoyed if you spend the night in a comfortable hotel. The trend of sustainable investment in Tanjung Bira Beach will be easier for sustainability if it is managed by natives not foreigners. If local events are held around Tanjung Bira Beach such as concerts in the beach area or awarding achievements around the beach, it will make Tanjung Bira Beach more recognized. The ability of the surrounding community to make various kinds of souvenirs can increase the income of the surrounding community and there is even a possibility that souvenirs from Tanjung Bira Beach are known abroad because of the many foreign tourists who come. The tourist attraction of Tanjung Bira Beach has become one of the objects targeted for development by the government in the Visit Tourism program and sustainable tourism like other beaches

Threat in the Management of Tanjung Bira Beach Tourism Destination.

Threats to the Tanjung Bira Beach tourist attraction are the decreasing income due to the absence of innovation in the sale of local souvenirs so that training is needed for local residents regarding local innovation products. Hotel owners are currently on average not local people so it is a fear that the Tanjung Bira Beach area will be owned by outsiders and even foreigners, local people should also participate in sustainable investment in this beach so that local wisdom is maintained. Youth in the local area

still lack literacy on the importance of maintaining local wisdom around Tanjung Bira Beach so it is feared that foreign parties will enter Tanjung Bira Beach and be more dominant in its management, therefore it is necessary to provide guidance and understanding of the importance of maintaining local tourism wisdom and how to manage it by the local community. To determine the position in which quadrant, it is necessary to calculate the coordinate points of the X axis and Y axis. To find out the coordinate point of the X axis, what is calculated is the difference between the strength and weakness scores, $X = 2.40 - 1.50 = 0.90$. To find out the coordinate point of the Y axis, what is calculated is the difference between the scores of opportunities and threats, $Y = 2.00 - 1.32 = 0.68$. So that the coordinate point is obtained at (0.90 and 0.68), which is outlined in the SWOT quadrant image below:

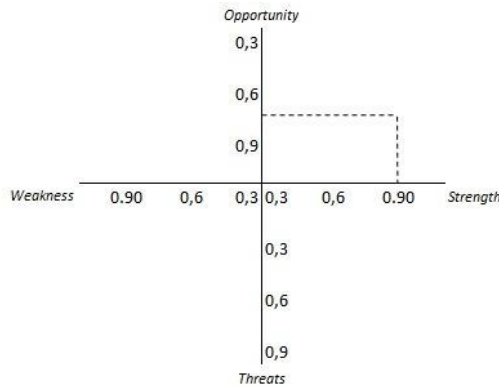


Fig. 1. SWOT Quadrant Analysis

This picture shows that the quadrant position of Tanjung Bira Beach is in quadrant 1 which is a very favorable condition or situation because it has great opportunities and strengths situation because it has great opportunities and strengths so that can take advantage of existing opportunities. In addition, the strategic condition of Tanjung Bira Beach with a characteristic view that is not owned by other beaches is very possible to continue to network outside the market, namely local & foreign communities, increase the growth of UMKM and achieve maximum progress.

4.3 Management Strategy for Tanjung Bira Beach

Various strategies that can be done to manage the Tanjung Bira Beach tourism area after conducting a SWOT analysis are:

- a. Provide training to local communities on the importance of sustainable tourism management, especially for Tanjung Bira Beach, so that local communities can find new innovations for local products to be sold around Tanjung Bira Beach so that the economy of the community around the beach is also helped.

- b. Difficult access to clean water for hotels, restaurants, and public toilets can be handled by reforestation, not dumping garbage in waterways, building clean water reservoirs, and monitoring sea water intrusion regularly.
- c. The scattered garbage causes a lack of cleanliness and aesthetics of the coastline and causes blockage of water flow. Solutions that can be done are giving firm warnings, providing trash bins every 200 meters, and making garbage ambassadors in the surrounding environment.
- d. Providing coaching programs to local youth on the importance of sustainable tourism management, especially on hospitality around Tanjung Bira Beach. Due to the increasing investment trend, it is feared that the area around Tanjung Bira Beach is owned by foreigners, so it is necessary for the youth around the beach to make or establish hotels around the beach.

5 Conclusion

Based on the results of this study, it can be concluded that with the existence of tourism at Tanjung Bira Beach, the economy of the community around the area is helped, even not infrequently who only depend on tourism at Tanjung Bira Beach. However, the income earned by the surrounding community is not sufficient for their needs because the goods sold by the surrounding community are souvenirs, while the souvenirs sold are not diverse due to the lack of community innovation for making souvenirs. Tourism facilities, especially water, cleanliness and regeneration of tourism actors are sources of problems so that sustainability management strategies are needed so that tourism and the economy around Tanjung Bira Beach are growing.

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