

West Sulawesi Maritime Tourism Development Strategy

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Abstract

The present research delves into an in-depth analysis of the various strategies employed for the purpose of fostering the growth and development of maritime tourism in the captivating province of West Sulawesi, situated within the archipelagic nation of Indonesia. The province of West Sulawesi is renowned for its captivating amalgamation of pristine natural landscapes, rich cultural heritage, and immense potential for the flourishing tourism industry. The present study aims to investigate the intricate interplay of both internal and external factors that exert influence on the growth and progress of maritime tourism. Employing a qualitative methodology, this research endeavors to evaluate the potential and credibility of West Sulawesi as a captivating maritime tourism destination. The present study delves into an in-depth analysis of the prevailing strengths, weaknesses, opportunities, and threats (SWOT) that confront the region, with a specific focus on West Sulawesi. The primary objective of this investigation is to identify and propose suitable strategies that can effectively enhance the prospects of maritime tourism in the aforementioned region.

Keywords: Maritime Tourism, Tourism Development, Tourism Strategies

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Introduction

West Sulawesi is a tourist destination on Sulawesi Island. The unique combination of mountains and sea, history, tradition, culture, education makes West Sulawesi very interesting to visit. This city is a MICE tourist destination that is in great demand by various groups, because it has quite complete facilities to support this activity. In this city, for example, there are many hotels and conference halls that have MICE standards and are ready to hold various activities, both national and international. Based on data from the West Sulawesi Provincial Tourism Office, up to now in this area there are 5 star hotels and 7 budget hotels, in addition to a number of meeting halls and exhibitions as well as other national and international scale activities held showing that West Sulawesi's position as one of the regions Event-based tourism is getting stronger. Developing MICE business activities is one of the priorities of the tourism development program because activities held in the city will have a positive impact on the tourism sector (Safaeva & Adilova, 2020; Tien et al., 2021). The large number of MICE activities can provide benefits, namely increasing income, including tourism stakeholders. For example, craft products, restaurants and hotels have benefited from the many MICE activities, both national, regional and international. As a tourist city,

West Sulawesi continues to improve and add various facilities needed by tourists. The increase in hotels, restaurants, shopping centers and sports facilities will certainly make tourists feel comfortable visiting West Sulawesi. Apart from that, the safe condition of this city is a special attraction for people to hold national, regional and international scale events, including seminars, exhibitions, meetings, and so on. Under these conditions, many tourism service actors are optimistic about and support various activities within the MICE business framework. Now,

the facilities needed for the community, including tourists, in West Sulawesi are increasingly complete. Shopping tourism options are increasingly available, considering that more and more modern shopping centers are being established in various corners of the city, including several convention and exhibition venues that are in great demand by visitors.

Compared to other cities in Sulawesi, it can compete because it has sufficient potential. Based on the explanation above, it can be seen that one of the most important facilities in holding a convention is the meeting room (hall) and hotel. The growth of hotels and the number of rooms and their facilities will directly influence the provision of supporting facilities for MICE tourism businesses. The development of hotels in West Sulawesi is also greatly influenced by access from and/or to the world of international tourism.

The opening of Tampa Padang Airport as an airport has opened up enormous opportunities for the development of international tourism, including the MICE business in this cultural city. Its strategic geographical location clearly makes the city of Mamuju easy to reach using both air and land transportation. For air transportation, Tampa Padang Airport is around 10 km from the city center, and is supported by relatively adequate local transportation, especially a fleet of land transportation within the city, such as taxis, with relatively cheap rates. This condition is supported by good road conditions and traffic jams that do not often experience traffic jams (Hennessy & Wiesenthal, 1997; Afrin & Yodo, 2020). This has a big impact on comfort and convenience for convention tourists, both during the convention and after the event is over. Apart from that, there are also facilities that really support the development of the MICE business, namely the availability of adequate telecommunications facilities.

West Sulawesi has many places that provide telecommunications services that can be used for local, long-distance and long-distance purposes. The development of Internet Cafes (Internet Cafes), cable telephone networks combined with speedy from Telkom, 3G and 4G wireless communication networks for Internet connections, and the rapid innovative development of various brands of computers and cellphones with much higher quality increase opportunities for the development of tourism, including the MICE business. All these telecommunications facilities are very helpful for users of telecommunications services, both local residents and tourists. In city center and suburban locations there are also restaurants of various types with various types of food such as Indonesian Food, Chinese Food, European Food, Sea Food, Pizza, Fried Chicken and others, adding to the repertoire of culinary tourism in West Sulawesi. The number and types of restaurants are large enough to serve the tastes of tourists, including those involved in running MICE businesses.

The variety of tourism facilities in West Sulawesi is an extraordinary attraction in organizing meetings, incentives, conventions and exhibitions to enliven existing tourist attractions. This deliberate development of the MICE business will certainly fuel the development of the event in the future (Lee et al., 2010; Turaev & Patterson, 2020). Therefore, it can be said that the MICE tourism business has a multiplier effect which is closely related to other tourism business chains, starting from large businesses such as star hotels, transportation and accommodation businesses to the smallest and informal businesses such as manufacturing and sales businesses. souvenir.

At a more real level, among the parties who benefit from this business development are: transportation entrepreneurs, both at local, long distance, national and international levels; accommodation, both star and non-star hotels; restaurant; entertainment; shopping; souvenir. Finally, the government can also determine taxes with more tax objects and subjects related to various MICE business events held in various large meeting halls

This research will focus more on strategies for developing MICE tourism in the marina sector by examining the internal and external factors faced by the West Sulawesi Provincial Government, both in the form of strengths, weaknesses, opportunities and threats that can hinder the growth of MICE tourism in West Sulawesi Province. and Apart from that, this research also examines appropriate and priority strategies for developing MICE tourism in West Sulawesi

Methods

The research was carried out using a qualitative approach to assess the capacity and validity of Sulawesi Arat as a MICE city. Primary data, data collected by researchers, includes internal and external variables. Secondary data, data obtained from other sources or related agencies and parties. Respondents or sources in this research include: tourism business actors, bureaucracy (related SKPD); public. External variables include Analysis of external variables including globalization, tourism potential, industry, economy, technology, and government. Internal variable measurement uses the following criteria: +2: very superior; +1: superior; 0 = same; -1 : not superior; -2 : not very superior. Measurement of external variables uses the following criteria: + 2 : great opportunity; +1 small chance; 0 : stable; -1 : minor threat; - 2 : big threat. The amount of each weight is determined based on: a. Urgency b. interview c. Inter depth interview

Data Collection Technique: This research was carried out using a triangulation pattern, namely data was collected from three different segments. The data analysis technique was carried out by analyzing qualitative primary data and the results of in-depth and descriptive interviews - qualitative. Through this method, it is hoped that comprehensive results will be obtained. Meanwhile, quantitative data is processed using descriptive analysis, namely frequency table analysis and percentage analysis. To answer the problem formulation in this research, we used the Strength & Weakness and Opportunity & Threat (SWOT Analysis) analysis methods and the Industrial Attractiveness Matrix. Secondary data processing using the Excel program

Results and Discussion

SWOT

Strength (Strength)

Strengths are positive internal situations and capabilities that enable an organization to have a strategic advantage in achieving its targets. In relation to the powers possessed by the West Sulawesi Province Tourism and Culture Office, it can be explained through the results of interviews with Tourism and Culture Office officials who said:

"If we look at strengths, we see cooperation between the government, the private sector and the community in working together to improve several managed tourist attractions to increase the percentage of tourist visitors. We can use this in the future to develop tourism as a whole."

Another statement was made by the Head of the Tourism Destination Division who stated that:

"Regarding the strength that West Sulawesi Province has in the field of marine tourism, we have very potential maritime natural wealth accompanied by well-established support from marine tourism activists." (Interview results, 12 August 2023)

The results of an interview with one of the marine tourism activists who is a marine tourism driver stated that:

"For the development of marine tourism in West Sulawesi Province, of course we as

influencers continue to do marketing through print media and social media. "So far, we have been promoting Mamuju tourism by opening open trips, fun dives and sharing information about marine tourism to attract tourists." (Interview results, 10 August 2023)

West Sulawesi Province as a maritime region has a variety of tourism that can increase the interest and number of tourists visiting, starting from natural tourism, marine tourism and cultural tourism. The results of the interview with the Head of the Tourism Destination Division are as follows:

"Every year Mamuju and Majene have new tourist attractions that are ready to be introduced to the outside community. "These new tourist attractions will be developed according to the potential of each region." (Interview October 2023)

Weakness

Weakness is a condition of weakness that exists in an existing organization, project, or business concept. The weaknesses analyzed are factors contained in the organization, project, or business concept itself. In developing the weaknesses of the West Sulawesi Province Tourism and Culture Office in developing the marine tourism sector, according to the Head of the Tourism Destination Division, he said that:

"The first of our current weaknesses is in terms of a limited budget, due to the pandemic situation which means the budget allocation is intended for the public health budget. "Furthermore, regarding the inadequate quality of human resources in the marine tourism sector, this is also negligence on the part of the Tourism Department government itself, which in tourism development sometimes prioritizes physical development and ignores the issue of human resource development" (Interview results August 2023)

A similar statement was made by the Head of Tourism Marketing that:

"In the development of marine tourism, business marketing of local community products supports increasing tourist attraction. However, in reality, tourism product businesses are still less dynamic due to the lack of community creativity in utilizing existing resources to become this type of business. "This actually requires special attention from the government regarding mechanisms for developing the creativity of local communities." (Interview results August 2023)

The results of interviews with local communities stated that:

"The weakness is the lack of transportation access to the location of marine tourism objects, for example if you want to visit the coral tombs on Bahuluang Island, Nane Polassi Hill and Pinang Beach where the number of boats available is still very minimal. Apart from that, the existing infrastructure is not well maintained and lacks attention" (Interview results August 2023)

Opportunities

Opportunities are conditions where opportunities for development in the future occur. The conditions that occur are opportunities from outside the organization, project, or concept itself. For example, competitors, government policies, and surrounding environmental conditions.

The results of the interview with the Head of the Tourism Destination Division stated that the

opportunities they have are:

"We already have opportunities to develop marine tourism in West Sulawesi Province, such as support from the Regent and Deputy Regent regarding the tourist area program with the potential that we have, through this program we can attract investors to invest. "Apart from that, we are also collaborating between districts in the tourism sector in order to develop and advance the region." (August 2023)

Another statement made by the Head of Tourism Marketing stated that:

"The change in current tourism trends consisting of attractions with nature and culture is a great opportunity for West Sulawesi Province as a maritime region and archipelagic region by relying on its natural potential." (Interview results August 2023)

The results of an interview from one of the local residents

From an opportunity perspective, what really supports the government in developing marine tourism is technological development, because I myself know that in Mamuju there is a beach tourist attraction. "With technology, tourism and culture in West Sulawesi Province can be introduced outside the region and even abroad, this will increase the number of tourists visiting Mamuju." (Interview results August 2023)

Threats

A threat is a threatening condition from outside the organization that is capable of disrupting the running of the organization's program, project, or business concept itself. The following are the results of an interview with the Head of the Tourism and Culture Department who stated that:

"If you look at the current conditions, what is threatening us in developing marine tourism is the rapid development of marine tourism outside West Sulawesi Province, such as in the Spermonde Cluster, which is a group of small islands which have become a new iconic area which is being developed by the Majene Regency Government which It is also known for its rich marine tourism, and other areas are increasingly intensive in developing and developing their marine tourism. "Then if we are not able to compete in this matter, then our marine tourism will be left behind and will decline further and that will have an impact on the economy." (Interview results 23 August 2023)

A different statement was put forward by the Head of the Tourism Destination Division who stated that

"Yes, if we look at the threat factors, it could be the limited number of certified human resources, including the lack of education received by the community in protecting marine ecosystems, so that many people still destroy coastal areas, such as using fishing gear that is not environmentally friendly and fishing illegally." (Interview results August 2023)

Another statement was put forward by one of the marine tourism activists who stated that:

"The threat to the marine tourism sector is that there is still widespread destruction of marine ecosystems carried out by fishing communities themselves and people from outside. Starting from throwing rubbish into the sea to using illegal fishing gear. "If this is allowed to continue, the marine ecosystem will be increasingly eroded." (Interview results August 2023)

Based on the SWOT analysis, several key success factors can be identified which aim to further focus organizational strategy in order to achieve organizational goals effectively and efficiently.

In line with one of the visions and missions of West Sulawesi Province "Creating a prosperous maritime society based on religious and cultural values" to achieve this vision, in this case the West Sulawesi Province Tourism and Culture Office is carrying out improvements in the maritime tourism sector as follows:

Increase the number of arrangements for maritime tourism destinations using a regional approach sector. The government's Department of Tourism and Culture is developing several marine tourism objects, for example tourism objects managed by the regional government together with the village government, the government through the community provides sea transportation that can be rented at affordable prices for tourists who wish to travel to destinations and regional government tourist attractions. through the local village government, repairing potholes on roads leading to tourist attractions and through the community providing sea transportation rentals.

Increase the capacity of marine tourism actors. The government, in this case the Department of Tourism and Culture, carries out marketing of marine tourism by collaborating with the Mamuju media and the community of marine tourism activists (Mamuju Dive Adventure) by publishing news in the form of articles both in print and mass media, in addition to distributing brochures containing The annual tourism event held is Pesona Palippi Beach where in collaboration with Pesona Indonesia, it introduces the potential of marine tourism that West Sulawesi Province has, including diving spots, tourist attractions, and so on.

In the strategic plan of the West Sulawesi Province Tourism and Culture Office, there are several inhibiting factors (weaknesses/threats), namely the situation and internal incompetence that influence the West Sulawesi Province Tourism and Culture Service service problems, as follows:

Limited investment in the marine tourism sector in developing large-scale tourist attractions (DTW). Lack of available facilities and infrastructure to support the development of institutional vision and mission. There is a lack of data and information as support and analytical materials in the tourism planning process by the Tourism and Culture Department. There is still a lack of cooperation with other partnership institutions in the field of marine tourism as input to the West Sulawesi Provincial government.

Limited quality of competent marine tourism human resources. Lack of coordination and synergy between tourism institutions and across sectors which are not yet effective. Industrial development and tourism partnerships are not yet optimal. Tourism marketing development is still considered not optimal in terms of information systems.

The driving factors (strengths/opportunities) that influence the service problems of the West Sulawesi Province Tourism and Culture Service, namely: The existence of human resources for government officials in the Tourism and Culture Office, some of whom are highly educated (general education) so that they have a far-sighted vision and are highly predictive. in completing his duties. The Governor's support for the development of marine tourism through programs to achieve the vision and mission of West Sulawesi Province. Diverse geographical and cultural conditions support it to be used as a tourist destination for events, both local and international. Preserving and exploring culture by relying on local strengths of noble value to strengthen the identity and personality of the people of West Sulawesi Province

Marine tourism destination development program

This program was carried out to raise the maritime tourism potential of the West Sulawesi Province so that it becomes more attractive for tourists to visit. This program, which is currently

running, is one of the strategies used in developing marine tourism.

Of the marine tourism which is included in the national tourism area program, whether managed directly by the government or by the private sector, there are at least several marine tourism objects that have not been optimally developed. This was stated by the Head of the Tourism Destination Division through the following interview:

"For the development of marine tourism, we focus on the tourism objects that are being worked on in the program but also do not forget to build and develop other marine tourism objects. In terms of the development process, we consider the marine tourist attraction Palippisi Beach to be less than optimal in its development, apart from its remote location and making a sea trip there requires the right time due to uncertain weather factors. "Apart from that, Palippisi Beach is land that is not inhabited by people so it is difficult to carry out development, but currently we are planning to build a camp area for tourists who visit there." (Interview August 2023)

Marine tourism marketing program

The marine tourism marketing program is a program by the West Sulawesi Province Department of Tourism and Culture in order to create marine tourism that has high selling power. In this program, the Department of Tourism and Culture holds an exhibition through the Sandek Race event as an annual agenda which aims to introduce further the richness and potential beauty of tourism in terms of natural, cultural and artificial tourism. According to the Head of Tourism Marketing through interviews, namely:

"Regarding marine tourism marketing, apart from media on various Mamuju media platforms, tourism marketing is carried out through annual events such as the Sandek race in collaboration with Pesona Indonesia, cultural exhibitions, marine tourism attractions, introduction of artificial tourism, local wisdom and other advantages. in West Sulawesi Province." (Interview Results, August 2023)

Partnership Development Program

The target of improving the quality of human resources in the tourism sector is achieved through partnership development programs. Then the program was described by

activities namely; formal education and training activities; human resource development activities in the field of marine tourism in collaboration with other institutions; development of database information; and development of professional human resources in the field of marine tourism. In building partnerships with the private sector and others, efforts are needed to develop and strengthen information and data bases as initial data on the potential and natural riches that exist in West Sulawesi Province as study material for the government and its partners regarding the development of marine tourism objects.

Basically, the programs implemented by the Tourism and Culture Department support other sector programs in order to improve community welfare. The success of tourism development and development will have multi-effects that will benefit all sectors. Good maritime tourism management will become fertile ground for the creation of new jobs in the fields of transportation, accommodation, food provision, diving equipment rental, tour guides and other business services.

Conclusion

The Department of Tourism and Culture should further improve the quality of maritime tourism in West Sulawesi Province and build more business and service partners and increase collaboration with the tourism activist community in promotions via social media and print

media. Thus increasing its attraction and the number of tourists visiting. It is hoped that the Government of the West Sulawesi Tourism and Culture Department will improve the quality of human resources and the creative economy and continue to provide education to the public about marine tourism.

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