

## **The Role of Local Government in Tourism Management in Sidereng Rappang Regency**

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### **Abstract**

There are quite a number of tourist objects in the Sidrap district, but they are dominated by 27 historical tourist objects, most of which are cultural heritage sites, the rest are monuments to the struggle for independence. This study uses a qualitative approach. Collecting data through observation, interviews and documentation. Data analysis used descriptive qualitative analysis. The Department of Tourism has played a role in providing guidance on the progress of tourism objects. The various forms of roles that have been given are expected to help build knowledge, experience and motivation of the surrounding community so that they are able to improve their quality for the better so that with a quality personality they can play a role in advancing and developing tourism objects in Sidenreng Rappang Regency.

**Keywords:** Role, Management of Tourist Objects, Local Government

### **Introduction**

Tourism is a sector that is considered to have an important role in the development of a country, where tourism can directly contribute more to regional income where the tourism object is located. The tourism sector can be used as one of the leading sectors in earning foreign exchange, creating jobs and in alleviating poverty (Pitana, 2009).

The phenomenon that is happening in the field today is that the tourism conditions in Sidrap Regency itself have not been well organized so that one tourist object does not support one another. These various criticisms are of course very important to answer, the concept of tourism development is currently trying to increase the active role of the community so as to reduce the level of economic leakage and provide more benefits for local communities in Sidenreng Rappang Regency. In this context, tourism development in Sidenreng Rappang Regency, especially in various rural areas, is considered quite significant. One of them is tourism development which is located in Lawawoi Village, Watang Pulu District, Sidenreng Rappang Regency.

There are several facilities that support this tourist attraction that can be developed such as the existence of several lodges, toilet facilities, and two simple lodgings. Even so, this place can be said to have not been managed optimally. The tourism provided by the government is

still lacking and some are already starting to break down, there are no trash cans around these tourist objects, the food stalls there only provide a few types of snacks. In addition, the promotion carried out by the government has not been maximized where so far only through the Tourism Promotion Disbudpar website has been greatly assisted by visitors who have been there. Through word of mouth promotion as well as WOM written on social media it really helps spread information about new tourist attractions. (Source: Visitors to tourist attractions, Hery.).

Based on interviews, the TTS Disbudpar itself also has obstacles in developing tourist objects, namely funding for the development of tourist objects which is still limited and human resources with tourism disciplines which are still lacking.

This study aims to identify the role of local government by identifying the driving and inhibiting factors in the development of tourist objects in an effort to increase visits to tourism objects.

## **Research Method**

This research uses a descriptive qualitative approach through case studies. Data collection is done through observation, interviews, and documentation. Insofar as informants are included in the research, informants are subjects who understand information about the object of research as actors and other people who understand the object and research approach. Data analysis used descriptive qualitative analysis.

## **Results and Discussion**

The Role Of The Tourism Office In Tourism Management Which Is Located In Sidenreng Rappang Regency. The Matters Carried Out By The Regional Government Of Sidenreng Rappang Regency In Tourism Include; (1) Provide Opportunities For The Public To Participate In The Business Of Providing Goods And Services For Visitors And Tourists When They Come To Visit Based On The Potential And Uniqueness Of A Tourist Object; (2) Facilitating Adequate Road Facilities And Infrastructure Is Expected To Be A Stimulus For Investors To Open A Tourist Transportation Business That Can Be Used By Visitors And Tourists When Visiting Tourist Objects; (3) Tourism Objects Have Natural Tourist Attractions With Panoramic Views Of The Surrounding Nature Which Are Still Beautiful, Lush Trees. With This Potential, It Is Expected That The Role Of The Government Will Be To Manage And Disseminate To The Surrounding Community So That The Community Has An Understanding Of Tourism And Has Awareness Of Protecting And Preserving The Environment Around Tourist Objects, So That The Potential And Uniqueness Of Tourism Is Maintained And Becomes A Special Attraction; (4) The Tourism Object Itself Already Has Facilities That Support The Tourist Attraction Including Gazebos, Sara, Clean Water Facilities, 2 Lodging Units, And Food Stalls. Of The Facilities That Are Already Available, Some Of Them Cannot Be Said To Be Feasible Because Of Their Inadequate Condition. Because Of This, It Is Necessary To Improve Facilities And Infrastructure Intensively As Well As The Addition Of Several Facilities Such As Landfills And Playgrounds In Order To Make Tourism Objects A Tourist Attraction That Is Ready To Compete With New Tourist Objects; (5) The Potential Beauty And Uniqueness Of Tourism Objects Can Be Used As Superior Commodities That Can Be Relied Upon In Facing The Mea As Well As Being A Unique Selling Point To

Be Promoted Online By Utilizing Ict Advances So That They Are Not Only On A Local, National Or Regional Scale But Are Worldwide.

Based On The Efforts Made By The Regional Government Of Sidenreng Rappang Regency, It Has Shown A Lot Of Improvement, Especially Domestic Tourism. On Sundays And Other Holidays Many Tourist Spots Are Visited By Domestic Tourists. Therefore, So That The Management, Development And Improvement Of Tourism Can Run Well, Then The Government Will Provide Guidance On These Tourism Activities In The Form Of Regulation, Provision Of Guidance And Supervision.

This Is In Accordance With The Results Of Interviews That The Culture And Tourism Office Of Sidenreng Rappang Regency In Managing Tourism Objects Has A Role As Guidance Not A Manager Because The One Managing It Is The Village, Which Is Intended As A Coach Including: Serving Complaints From The Public, Providing Recommendations Such As Establishing Lodging, Conduct Counseling Related To The Establishment Of Msme Businesses Around Tourism.

Management Of An Area Or Environment That Is Considered Beautiful Or Has Historical Meaning To Make A Tourism Place Have An Environmental Impact, This Impact Can Be Negative Or Positive (Su & Swanson, 2017). In The Process Of Managing Tourism Areas This Management Is Closer To A Positive Impact On Society, Namely The Community's Economy Can Improve And People's Lives Can Be More Prosperous (Masud Et Al., 2017).

The Process Of Managing Tourist Objects, According To One Of The Tourism Managers Who Served As Village Officials, Had Started To Be Managed In December 1995-/1996. Most Of The People Participate In Participating In The Management Of Tourist Objects. This Has Become A Better Carrying Capacity For The Community's Economy Since 1995/1996 To Meet The Needs Of The Community In The Field Of Recreation.

Based On Law Number 10 Of 2009 Chapter Ii Article 4 Concerning Tourism, The Implementation Of Tourism Aims To Increase Economic Growth, Improve People's Welfare, Eradicate Poverty, Overcome Poverty, Preserve The Natural Environment And Resources, Promote Culture, Elevate The Nation's Image, Foster A Sense Of Love For The Motherland, Strengthening National Identity And Unity And Strengthening Friendship Between Nations.

In Addition To The Positive Impacts That Occur On Society, The Process Of Managing Tourist Objects Also Has A Negative Impact On Society, Namely A Decrease In The Social Level In Society. If The Tourism Object Has Been Handled By Another Party, In The Sense That The Community Cannot Participate In This Management Broadly, The Community Cannot Determine Their Further Fate Because It Relates To Policies From The Village And District, So The Community Is Only The Executor.

Most Of The People Participate In Participating In The Management Of Tourist Objects. Since 1995/1996, This Tour Has Been Managed By The Local Community. So That The Community Must Continue To Work And Manage Tourism And May Not Only Take A Few People.

This Is In Accordance With The Applicable Law. To Realize Quality Tourism, Support From Various Parties Is Needed. In Accordance With Law Number 9 Of 2009 Concerning

Tourism Article 18 That The Government And Regional Government Regulate And Manage Tourism Affairs In Accordance With Statutory Provisions.

Whereas Article 19 States That Every Person Or Community Around A Tourism Destination Has The Right To Play A Role In The Tourism Development Process And Has The Right To Become A Tourist Destination Manager. Community Participation In Managing Tourism Cannot Be Separated From The Role Of The Tourism Office Which Helps Realize Good Tourism Management In Producing Tourism Products That Are In Demand By Tourists.

One Of The Roles Of The Tourism Office That Has Been Carried Out Is By Empowering The Community (Cole, 2006). Community Empowerment Is An Important Aspect In The Development Of Tourist Villages (Hidayat Et Al., 2017). This Is Because The Development Of Tourist Villages Utilizes Many Of The Resources Owned By The Community. Communities Have An Important Role To Support The Successful Development Of Tourist Villages So That People Who Are Powerless Need To Be Empowered To Create Independence And Increase Economic Welfare (Powerful) (Strzelecka Et Al., 2017).

Community Empowerment Through The Management And Development Of Tourist Villages That Have Been Carried Out By The Tourism Office Is Applied In The Field Of Preparing Human Resources, Namely Holding Drug Counseling By Bringing In Bnn Members And Training, So That By Providing Counseling And Training. So That It Is Expected To Be A Provision In Improving Sustainable Long-Term Welfare And Helping To Increase Income And Improve People's Livelihoods.

According To Pendif (2006) One Of The Elements In Tourism Is Government Politics. Government Politics Is The Attitude Of The Government Towards Existing Tourism. Government Politics Can Be Direct, Namely The Attitude Of The Government Towards Tourists Who Come To Tourist Areas And Indirectly, Namely The Conditions Of Political, Economic And Security Stability In The Area Concerned. The Political Role In Question Is The Role Of The Government, Especially The Tourism Agency (Shone Et Al., 2016).

A Person's Travel Motivation Is Influenced By The Internal Factors Of The Tourists Themselves, Based On The Needs Or Desires Of The Humans Themselves And The External Factors Of The Same Tourists Are Formed From The Influence Of External Factors Such As: Moral Norms, Influence Or Family Pressure, Work Situations And So On. The Number Of Visitors To Tourist Attractions Shows An Increase From Year To Year. This Certainly Shows That The Motivation Of Tourists Towards Tourism Objects Is Relatively High.

Based On The Results Of Research And Theory Related To The Role That Has Been Carried Out By The Tourism Office Regarding The Management Of Tourism Objects, It Can Be Stated That The Tourism Office Has Played A Role In Providing Guidance On The Progress Of Tourism Objects. The Various Forms Of Roles That Have Been Given Are Expected To Help Build Knowledge, Experience And Motivation Of The Surrounding Community So That They Are Able To Improve Their Quality For The Better So That With A Quality Personality They Can Play A Role In Advancing And Developing Tourism Objects In Sidenreng Rappang Regency.

## **Conclusion**

Based on the results of research and theory related to the role of the Tourism Office regarding the management of tourism objects, it has played a role in providing guidance on the

progress of tourism objects. The various forms of roles that have been given are expected to help build knowledge, experience and motivation of the surrounding community so that they are able to improve their quality for the better so that with a quality personality they can play a role in advancing and developing tourism objects in Sidenreng Rappang Regency.

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