

Development Planning Of Tourism Destination as Local Superior Economy Sector: Study at Tidore City Islands

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Abstract

This research is trying to discuss how local government of Tidore Island city been doing their planning and prepare their area to be a tourism destination, and create a tourism become their local superior economy sector. This research, in particular, is trying to describe and analyze about: tourism supporting facilities, transportation infrastructures, supporting of general facilities, and tourism development institutional. Method used here is qualitative descriptive. The research result has explained that Tidore islands city has a lot of tourism object resources and supported by provided transportation infrastructure. But tourism still did not yet give a significant and positive contribution for local income and economic matters because: first, Tourism destination in Tidore city islands lack of supporting facilities like accommodation infrastructure (hotel and lodging) and restaurant. Second, it also lack of general supporting facilities. Third, dominancy from local government in the tourism development planning in that area, private company and people was not involved.

Key words : Development Planning, Tourism Destination, Local Government, Tidore

1. INTRODUCTION

Lately, tourism has become one of economy development sector which has encouraged and strengthen by government, both central and local. It because tourism suggested has an important and strategic part in advance economic development. Mainly about creating job opportunity and as one of source of government revenue both central and local (Yoeti, 2007 : 14). The success of tourism increasing local economy and creating job opportunity is also research conclusion from Chindris-Vasioiu and Tocan, 2015; Bento, 2016; dan Pratt, 2015).

In Tidore city islands tourism development case, it has a lot of tourism resources, includes coastal tourism object, nature, historical, art and tourism, agro-tourism, and local food and beverages. But those tourism resources still did not yet give significant contribution towards local economy and revenue. According to Kasim et. al. (2010) research result about tax contribution and local retribution towards local revenue which has shown that hotel tax contribution towards local retribution are 1.71 percent, restaurant tax contribution towards local tax are 8.98 percent, and contribution of service business retribution for tourism places towards local are 0.29 percent. Besides, according to data from Central Statistic Body of Tidore city islands, in 2016 has shown data in 2015 that contribution of hotel, restaurant, entertainment and recreation sectors towards Tidore city islands local revenue were in 0.87 percent.

Looking at the reality, in an attempt to develop tourism destination in Tidore city islands needs planning. Conceptually, concept and theory of tourism development planning not only based on tourism concepts but multi-disciplined involving a lot of theories (Reid 2003:123).

According to Lusticky, Kincl, and Musil (2011 : 51) the difference between general development planning and tourism development planning was its strategic management. In developing tourism Sunaryo (2013 : 130) stated that tourism development paradigm and model become important strategy for stakeholders in tourism work to unify idea and action strategy in tourism development.

In order to make tourism destination developed well, integrated planning concept must be used in tourism destination development. Components in integrated planning for tourism destination planning are: attraction, accessibility, amenities, supporting infrastructure, ancillary services, and institutions.

2. METHODOLOGY

Basic idea from this research are to understand development planning in tourism destination as superior economy sector in Tidore city islands. According to that idea, this research was trying to describe and analyze about: Preparation of tourist object and attraction, tourism supporting facilities, transportation facilities and infrastructure, and tourism development institution. This research has used qualitative descriptive approach, and data resources was obtained by using mansua instrument, events and documents. Collecting data method were using interview, observation and documentation. Data analysis technic used was interactive model.

3. RESULT AND DISCUSSION

3.1 Preparation of tourist object and attraction

According to research result data has shown that quantitatively, Tidore city islands has 98 tourist object spread around Tidore area. From that 98 tourist object, based on analysis result by Ministry of Culture and Tourism, there are 23 superior tourist object prioritized to develop by local people. Tourism resources owned by Tidore city islands are coastal tourism, nature, Historical, art and culture, agro-tourism, and local food and baverages.

Identification towards that tourist objects has been done by Culture and Tourism Department of Tidore city islands in order to arrange tourism development planning. Identification or inventory step of potential resources in economy analysis perspective by Reid (2003 : 146) mentioned as "physical resource inventory". In local economy development needs an analysis about economy resource physically. It becomes an important thing in local development planning.

Abe (2005: 77-84) has mentioned that one of steps in development planning is identifying resource (supporting resource). Supporting resource can be in form of available actual resource or available potency, or possible to create. UNDP (2009:8) stated that in planning formulation must be based on "determining and allocating the resource (financial and other) required to achieve the vision and goals".

Identification towards tourism object has carried out by Tidore city islands through Culture and Tourism Department, either for making inventory of potential local tourism or as the first step of tourism development planning on that area. Pitana and Diarta (2009 : 109-110) has stated that in order to make

tourism development planning well, there were some steps must be done and one of them was collecting information and knowledge as basic of decision making.

According to Suwanto (2004:185) tourism object development must be related to attractiveness potency owned by that object. Yoeti (2007 : 207) has mentioned that generally, the attraction of tourism object according to the resource object which possible to create the feeling of happiness, beauty, comfort and clean. Furthermore, Yoeti (2007 : 207) said there some criteria decided for tourism object to get promoted and enjoyed by the tourist after, which are: Something to see means that object has something to see or enjoy by the tourist, something to do means the tourist are able to do something useful that makes them feel enjoy, happy and relax in form of well recreation facilities or restaurant, especially unique food from that place in order to make the tourist want to stay longer.

3.2 Supporting tourism facilities

In tourism concept, tourism supporting infrastructure is the basic requirement must be provided in tourism destination. Suwanto (2004 : 197) stated that tourist infrastructure is supporting facilities from a tourism places to serve tourist necessities during their trip. Some infrastructures must be provided in tourism destination are hotel, travel biro, transportation, restaurant, and others.

Tidore city islands as a tourism destination still lack of tourism accommodation facilities such as hotel and lodging also lack of restaurants. According to Industrial and Trade Department and Tidore city islands Small Business Society (UKM) (2015), quantitatively, Hotel in Tidore city island just 1 (one) and 5 (five) Lodging. While restaurant just only 1 (one).

Those reality has shown that supporting infrastructure in Tidore city islands is very limited. From infrastructure availability has shown that Tidore city islands was not ready as tourism destination. In the framework of tourism development, Sunaryo (2013 : 159 – 160) has mentioned one of the component should developed is amenities. Amenities is a supporting tourism facilities consist of : accommodation, restaurant (food and beverage), and retail. Amenities as supporting facilities must be provided in every local tourism destination.

According to Inskeep (Hadiwijoyo, 2012 : 85) in developing tourism component, the important thing required and must be provided is accommodation which are hotel and lodging, restaurant and another form of service. In other hand, Yoeti (2007 : 218) has explained that the important things of tourism infrastructure in tourist destination not only as supporting facilities but also as attraction object.

Refer to what has already explained by the experts above, Tidore city islands already make their concept as tourism destination area, and create tourist destination as their locomotive of their local economy. That means, development and expansion of Tidore city islands tourism will not going well as the expectation as the concept if they will not provide supporting infrastructure.

3.3 Transportation facilities and infrastructure

Tourism development concept explained that system of tourism infrastructure are tourist requirements. Sunaryo (2013 : 38), has stated that tourism infrastructure development must be considered condition and location which involved with tourist object accessibility, to give them convenience to access tourism destination and increase the attraction of tourism object.

Tidore city islands is one of autonomy region in North Maluku province. From the age of the area, in 2016 Tidore city islands celebrate its 13th birthday. Means that Tidore city islands was considered young compare with another districts in North Maluku Province. Therefore, with all limitations and advantages, Tidore city islands trying to build infrastructure of their economy basic like bridges, harbor and others to advance their district and society.

Facilities and infrastructure of basic economy development, which also as supporting development facilities are by providing road, bridge, harbor, station and also the transportation. It also explained by Inskeep (Hadiwijoyo, 2012 : 102) one of component in tourism development should be strengthen was transportation involved transportation accessibility to the city and development area, internal transportation system in tourism location and the development area.

Tidore city islands has 13,862.86 km² area with 4,746 km² of the land and 9,116.36 km² of the sea, with the 8 sub-district and consist of 89 villages (Local Development Body (BAPPEDA) 2015; and Central Statistic Body (BPS) of Tidore city islands, 2015), there were no sub-district or village isolated, it means from transportation infrastructure (land or sea) was good enough.

That reality has shown that facilities and infrastructure like road, station, bridge and harbor as supporting facilities of tourism activity relatively sufficient and good, both in quality and quantity. Suwanto (2004 : 211) explained that tourism facilities were natural resources and man-made resources absolutely needed by tourist during their trip in tourism destination such as road, station, bridges and others. Providing supporting tourism facilities adjusted to tourist requirement both quantitatively and qualitatively.

The availability of transportation facilities and infrastructure was tourism development support as explained by Sunaryo (2013 : 159-160) that in tourism development framework need supporting component which must be build and put up. One of the component is accessibility. Accessibility build in tourism development context including supporting transportation system such as: route and transportation lane and transportation model used to go to tourism object.

3.4 General supporting facilities

The availability of supporting general facilities in tourism system was a supporting necessities for tourist. Requirements of general facilities in tourism development framework as explained that components which must be built in tourism destination are Supporting infrastructure, like harbor, airport, train station, bus station and also electric network, clean water and toilet; and also ancillary services which is supporting facilities used for the tourist like bank, telecommunication, hospital, souvenirs shop, and other convenience facilities (Suwanto, 2004 : 219; and Sunaryo, 2013 : 159-160).

Tidore city islands in its young age has tried to provide various general facilities in developing their area. Providing some general facilities are for developing all the sectors in that area, including tourism. Therefore, according to research result data, it has shown that the availability of public facilities were still inadequate and minimum. District regulation Number 25 year 2013 about Spatial plans (RTRW) Tidore city islands for 2013 – 2033 that explained that “Telecommunication infrastructure still needs improvement and additional services: Electricity infrastructure was inadequate especially in the part of Halmahera island and small islands around Tidore city islands; clean water infrastructure was insufficient. Until this time, clean water system still reach half part of Tidore city islands”.

This reality has shown that Tidore city islands has a problem of the availability in general facilities in supporting local development. That problem faced by Tidore city islands was a common phenomenon happened in local government. It also as explained by Saragih (2015 : 7) that in implementation of local economy development, practically, local government faced by various problems about bad infrastructure. Lack of policy supporting local economy development and weak development planning.

Therefore, in local development context, to increase local income and society welfare, the government must be used development resources in their area. According to Blakely (1989 : 75-76), development resources are consist of Physical resource, regulation, and attitude. Physical resources by Kuncoro (2004 : 51) was about infrastructure. In local economy development, local government must give the opportunity for private sector to improve their work by providing sufficient facilities and infrastructure, like transportation, telecommunication, energy and etc.

Hence, in local development context needs support from every parties and local stakeholders. As explained by EGAT/UP and The Urban Institute (2003 : 1) “ Local economic development is a process of strategic planning through partnerships between local government, the business community and NGOs”. In the effort to success local development, government cannot do it alone, but need support from private sector and civil society. Balances and synergy cooperation among that three factors is very important and required, because the development (nation and local) was the responsibility of all the components from nation and local governments.

In tourism development context, Pitana and Diarta (2009 : 108) defined that tourism developments needs systematic and holistic policy and planning. Governments in the entire level and field involved in the planning process. Furthermore, all the potential resources is used in the planning. Tourism development done by whole element and parties whether has a connection directly or not with tourism development. In the process of tourism development (planning, implementation until evaluation) must be supported by sufficient resources. Because development process will not going well without the resources.

3.5 Tourism development institutions

Conceptually, institutional often discussed in the science discipline of sociology, anthropology, law and politics, organization and management. Lately, institutional discussion tend to develop in economic science. It because lately, the economist suggest that the failure of economy development was because the

failure of the institution (Djogo, et. al., 2003 : 2). In economic perspective, Yustika (2010 : 31) has explained that institutions can be the resource of efficiency and economic progress which will accepted by most of economist, even the liberal one.

Generally, the experts said that institutions was built to reduce the risk and uncertainty happened in social life because the limitation in human being (Relaeen 2014 : 160 – 161). Hence, in the process of development, including tourism needs participation among government, private sector and society.

In the context of tourism development, stakeholders of tourism development are : (1) government consist of, first the main stakeholders: BAPPENAS, Ministry of Tourism, Ministry of Cooperation and Small-Middle Business, Ministry of Environment and Forest, Local Revenue body of Province/District/City , Tourism department of Province/District/City, Environment Institution, Cooperation department and Small-Middle Business Department. Second, Secondary stakeholders, ministry and department involve in this matter. (2) Private sector, consist of : First, Main stakeholders: Tour operator, main business, tourism business, tourism businessman association. Second, secondary stakeholder: Media and transportation association. (3) Local society, consist of : first, main stakeholders: Education institution, Tourism school, Destination Management Organization (DMO), Public figure, religious and costmary figure. Second, Secondary stakeholders: Media social, Independent organization, donor institution (danamik and Weber, 2006: 29-34; Cooperation and Small-Middle Business Ministry of Republic Indonesia, 2016: 39).

Refer to the concept above, has explained that stakeholders in tourism development planning are government and private sector. But, according to result research the dominant party in tourism development planning in Tidore city islands was local government. Private sector and local society was not involved in the process of tourism development planning.

The absent of private sector and local society in that process caused tourism sector has not giving positive contribution towards local income. In the process of tourism development needs the involvement of local businessmen. The businessmen should involve in this process like in tourism industry (Damanik and weber, 2006: 29:34).

In the effort of reaching maximum result in tourism sector towards the success of local economy development, Saragih (2015: 66) explained that what local must do are (1) Partnership development among public sector, private, independent institution and local society. (2) Improving participation od local society in the decision making process, (3) Improving capacity of local society to make the participated. In order to make Tourism development in Tidore city islands impacted in local economy and income, private sector and society must involve in tourism development planning and implementation.

4. CONCLUSION

According to research result and discussion at front, it can be concluded that Tidore city islands has a lot of tourism objects, and supported by sufficient transportation facilities and infrastructure. But tourism cannot give positive and significant contribution in local revenue due to : first, Tourism destination in Tidore city islands not yet provide accommodation facilities (hotel and lodging) and restaurant. Second, common facilities like electricity network, clean water, toilet, bank, telecommunication, hospital, gift shop is still insufficient. Third, tourism development was a multi-dimension process. Hence, the entire stakeholders must be involved in to that process. But according to the research result tourism development planning in Tidore city islands was not involving all the local stakeholders. Local government dominated the tourism development. Private sector and society not involved in planning process.

Therefore, for places concept themselves as tourism destination and make tourism become their superior sector of their local economy development must be build tourism destination using well and holistic planning. In order to maximized the result needs a holistic planning towards the elements that must be built in tourism destination, such as: preparing tourism object and attraction, preparing transportation facilities and infrastructure, providing tourism supporting facilities like accommodation (hotel and lodging) and restaurant, providing common facilities and empowering tourism institution.

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