

Tourism Object Development and Improvement of Tourist Visit In Burake Tourism Object In Tana Toraja District

Muh. Rizal S¹, Muhammad Luthfi Siraj², Maya Kasmita³

Ilmu Administrasi Bisnis, Fakultas Ilmu Sosial, Universitas Negeri Makassar

Email: rizalsuyuti@unm.ac.id¹, muhammadluthfisiraj@gmail.com², mymayakasmitamind@gmail.com³

(Received: January 2020; Reviewed: February 2020; Accepted: February 2020; Published: March 2020)

ABSTRACT

Tourism in Indonesia is experiencing growth but it still has to get the full attention of various parties. Research Objectives to determine the development of tourism in Burake tourism objects and to find out how the level of tourist visit to Burake tourism objects. The results showed that the development of tourist attractions can increase tourist visits seen from the tourist anthesis where there is a main attraction of tourist attraction to come to visit the statue of Jesus as the main object besides that there is also the statue of the Virgin Mary, the glass adrenaling bridge which is the only item in Toraja, photo spots and natural scenery that are cool and beautiful to attract tourists. Marketing and Promotion that attracts tourist visits.

Keywords: Attraction development; Increased tourist visits; Tourism

INTRODUCTION

South Sulawesi Province is one of the main tourist destinations in Indonesia which offers a variety of tourist attractions. One of the tourist destinations in South Sulawesi that offers a variety of natural wealth and the richness of Tana Toraja district. Tana Toraja tourism is very potential because it is a hilly area and also has a very large vacant land to build a new tourism destination and is an area that is still thick with customs and culture, especially in Tana Toraja Regency which attracts many tourists to come witness firsthand .

In early 2000, Tana Toraja tourism experienced a downturn. One reason is the lack of supporting facilities that are able to attract tourists to return to visit Tana Toraja. To get to know the ways taken by the government of Tana Toraja Regency, namely through the development of infrastructure in terms of accommodation (Itamar, 2016; Labiran, 2013). Data from the Tana Toraja Tourism Office, the number of tourists visiting Burake attractions in 2014 was 60,069 Nusantara tourists and Foreign Tourists as many as 20. 167. Burake tourist arrivals in 2015 increased from 2014 as many as 82,767 Nusantara tourists as many as 82,767,000 and as many foreign tourists as many 15,731 people and tourist arrivals in 2016 were 1,056,592 people.

Burake tourist attraction visits more often visit on Saturdays and Sundays and on holidays, usually more in June, July, and December. By looking at the data of visitors to the

Burake religious tourism object which is increasing every year. with an increase in tourist visits, revenue from Burake religious tourism objects also increased, but seen from the development of tourist objects, especially Burake tourism objects that can not be enjoyed by visitors both in terms of structuring attractions, the provision of public toilets which is very important to be provided and also the addition of glass that has been opened for 1 year and has been damaged so that it cannot be enjoyed by visitors and after repairs can only be enjoyed by visitors but the tariff set is too high and not comparable with people's satisfaction in enjoying the glass bridge.

Previous research entitled Strategy for the Development of Pangandaran Beach Tourism which states that tourism in Pangandaran Regency, the tourism sector acts as the main sector, namely the superior sector that is able to improve the regional economy (Nurfadilah, 2017). The results showed that there were four factors which became the basis in determining the strategy for developing Pangandaran beach tourism. The four factors are strengths, weaknesses, opportunities and threats with the involvement of the community as tourism businesses that benefit the tourism activities as much as possible for the community.

Tourism is the overall relationship and symptoms arising from the presence of strangers and the journey is not for permanent residence and there is no relationship with activities to earn a living (Cudai Nur et al., 2019; Hasyim et al., 2020; Lin et al. ., 2019; Said et al., 2017; Samad et al., 2018; Stratan et al., 2015). Noval states that tourism is all activities related to the entry, stay and movement of foreign residents within or outside a certain State, city or region. Various activities carried out by people who travel for and live outside the habits of their environment and not more than 1 year in a row for pleasure, business, and other purposes.

METHOD

The type in this research is qualitative, using a qualitative descriptive approach (Creswell & Creswell, 2017). By considering all the symptoms observed related to the development of the Burake tourism object in Tana Toraja Regency. This research focuses on the dimensions of tourist attractions, promotion and marketing, transportation, income and desires. The research location is a place or region where the research will be conducted. The research site that will be conducted by the author is located in Tana Toraja district, Makale sub-district, Buntu Burak Sub-district. This study uses data sources namely primary data with interview methods and secondary data in the form of observations as supporting data for research. Data analysis used is an interactive model that is data condensation, data presentation and conclusions or verification (Conclusion drawing / verification) (Ridder et al., 2014).

RESULT AND DISCUSSION

Tourist Attraction

The Tana Toraja district tourism office in developing Burake tourism objects is done by adding tourist attraction. With the addition of supporting spots, it will increase tourist visits. Based on research conducted that the main attraction of tourists to visit Burake is the statue of Jesus Christ which is an interesting statue to visit because it was erected on the edge of a cliff and its size is large, in addition to the statue there are also other attractions such as the statue of

the Virgin Mary which is located in the cave, although far from the statue of Jesus but still in the Burake tourist area, then there is a glass bridge to test the adrenaline of visitors and the only tourist items in tana toraja and also the natural scenery that spoil the eyes of tourists who come to visit.

As for the advantages possessed in the form of beautiful natural scenery, and a cool atmosphere that makes visitors feel at home for long and return to visit to enjoy the main object of Burake Tourism plus a cool view when viewing the entire city of Makale from a height. James (1987) said that the attraction of a tourism object or the artistry of a particular area that can attract tourists to visit the place of tourism. From this understanding we can know that an important point of attraction is the presence of a large attraction to attract tourists. The emergence of this attraction because these things are new or rarely encountered.

Based on the above theory, it was found that there was a match between the theory and the conditions found. This is because the main attraction of tourists to visit Burake is the statue of Jesus Christ which is the biggest statue and defeated the statue of Jesus Christ in Brazil, in addition to the statue there are also other attractions such as the statue of the Virgin Mary which is located in the cave, although far from the statue of Jesus but still in the tourist area of Burake. The glass bridge is also one of the attractions that are much in demand by visitors, this is because these rides can test the adrenaline of visitors and become the only tourist items in tana toraja, as well as natural scenery that spoil the eyes of tourists who come to visit.

Promotion and Marketing

Tourism promotion and marketing are not only carried out by the government or the Tourism Office but also by the local community and local communities (Cohen, 2001; Pulido-Fernández et al., 2019; Stratan et al., 2015; Yang et al., 2013). Promotion is a design to introduce the attractions offered and ways in which attractions can be visited. For planning, promotion is an important part. Promotion and marketing are intended regarding the efforts made to attract the attention of visitors to Burake tourism and also the mass media used to promote this tour.

Based on research conducted in an effort to introduce or recognize Burake tourism objects, that is an attempt to introduce or recognize tourism objects is done by introducing through electronic media such as TV broadcasts such as trans tv, TV broadcasts, MNC groups and the most potential ones are through social media such as Facebook, instagram. Tourism marketing and promotion that most attracts tourist visits is promotion through social media like facebook and instagram, not only the Tourism Office that promotes but also the Tourism Office employees, the public and tourists who visit will take pictures and then publish the pictures through social media.

Keller & Lane (2013) said that tourism destination marketing management is all tourism destination activities in selecting target markets, revenue, maintaining and growing selected customers by creating, delivering and communicating all offers that can satisfy customers also better compared to competitors. Based on the theory, it is understood that there is a match between the theory and the conditions found. This is due to efforts in marketing and promotion of tourism objects that are carried out by introducing through electronic media such as TV broadcasts such as trans tv, tv news, MNC, some of which come directly to cover Burake attractions. For example, the trans tv station on the Indonesian Variety program, which shows

the atmosphere of Burake tourism which is visited by many local and foreign tourists. Related to marketing and tourism promotion, the most attractive tourist visit is promotion through social media such as Facebook and Instagram.

Transportation, Income and Desire

Based on the results of research that related to transportation, income and desires that there are many shortcomings that are owned in particular the facilities that already exist are not fully functioning, the development strategy to increase tourist visits is to improve the facilities and infrastructure that have been available such as the expansion of parking lots, the arrangement of souvenir sales areas typical of Toraja, improved water flow, then the addition of photo spots, rides out bond and improved cleanliness of the Burake tourist area. Related to the steps in supporting the development of Burake Tourism Objects, which are sustainable improvement by maintaining the cleanliness of the environment around Burake and the expansion of parking lots as well as the arrangement of existing facilities, besides also adding tourist attraction such as adding more attractive photo spots, adding ornamental plants, the use of the surrounding mountains and the provision of playgrounds.

Suwantoro (2004) said that tourism infrastructure is a natural resource and also human resources that can be absolutely needed by tourists in their travel in tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and so forth. Based on the theory from Hadinoto with the results of the study, it was found that the theory with the conditions that were found to be unsuitable was seen from the aspect of supporting facilities such as the existence of several toilets but with inadequate conditions such as lack of water because they still used water pam so that they did not yet have special irrigation, shopping conditions typical Toraja ole-ole that has not been neatly arranged, the number of gazebo is still lacking. Related to seating is considered good, then the use of ineffective trash cans, parking locations are still narrow and inadequate because it does not separate the motorcycle parking with car parks and photo spots that are still lacking.

Based on data from the Tana Toraja Regency Tourism Office the total revenue of 2019 Burake tourism objects for foreign tourists is Rp 23,240,000 archipelago tourists 1,107,760 and students and children as many as 100,206,000 and data for 2018 for foreign tourists as many as 39,520,000 separately archipelago graduates were 2,675,480 and students and children were 125,400,000 while additional income from the glass bridge was 218,784,000 income from the toilet as many as 2,700,000. As for the day-to-day reception for a normal day, the tourist object burake is approximately 3,000,000 and on holidays it reaches 10,000,000 to 20,000,000 per day.

Tourist Recipients

Based on the results of research conducted that the services provided by tourism officials have provided good services and also carry out their duties as well as possible, that can be seen from the janitor who works during opening hours until closing hours, then the presence of security officers in this case is assigned to the SATPOL PP and also from the police, other than that the officer permits entry burake tourism objects and glass adrenaline rides that work from opening hours until closing hours Burake attractions.

From direct observations by researchers in the field regarding tourist recipients, it is not entirely appropriate because during the 2 days of researching researchers have not yet found a janitor directly picking up littered waste, only seeing transporting garbage in trash cans, apart from that other services such as security assigned to SATPOL PP stand-by in tourist attractions for researchers doing research. Tourist recipients who provide accommodation and tourism support services such as facilities and services. The recipient of the tour was intended about the form of services provided by Burake tourism officers. Tourist satisfaction with tourist destinations is related to travel experiences consisting of accommodation, weather, natural environment, social environment and others (Cole, 2007; Cudai Nur et al., 2019; Nur et al., 2019; Said et al., 2017; Samad et al., 2018). Tourist satisfaction is closely related to the quality of the tourism products it receives.

Based on data from the tourism office related to the number of visitors both Nusantara and Foreign tourists in Burake Tourism Object, Tana Toraja Regency has increased each year, from 2016 to 2017, an increase in tourist visits by 1,997 people and the number of tourist visits from 2017 to 2018 by 43,221 people, which means that the development of Burake Tourism Object is very closely related to tourists so that the development carried out can increase tourist visits. But many are complained by visitors when traveling in Burake attractions, especially on cleanliness, availability of water for toilets, and parking that is still narrow. According to the World Tourism Organization (WTO) in Muljadi (2016: 117) visitors are any person who is related to another country where he has a residence, on the grounds of doing the work provided by the country he is visiting.

CONCLUSION

Based on the results of research and discussion, it can be concluded that: Development of tourism objects and increasing tourist visits to Burake tourism objects in Tana Toraja Regency have been well realized. This can be seen from the main attraction of tourists to come to visit, Marketing and Promotion which attracts tourist visits through electronic media and social media. The recipient of tourists has carried out their duties and has provided good service. Although transportation income and desires especially the existing facilities have not fully function optimally. Based on the conclusions above with the existence of one indicator that has not yet been maximally developed in the development of Burake tourism objects, it is recommended to hold a maximum maintenance of facilities and the need for the management of the surrounding land to add new vehicles to make it more interesting for tourists to visit.

REFERENCES

- Cohen, J. H. (2001). Textile, tourism and community development. *Annals of Tourism Research*, 28(2), 378–398.
- Cole, S. (2007). *Tourism, culture and development: Hopes, dreams and realities in East Indonesia*. Channel View Publications.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed*

methods approaches. Sage publications.

- Cudai Nur, A., Akib, H., Niswaty, R., Aslinda, A., & Zaenal, H. (2019). Development Partnership Strategy Tourism Destinations Integrated and Infrastructure in South Sulawesi Indonesia. *Haedar and Niswaty, Risma and Aslinda, Aslinda and Zaenal, Henny, Development Partnership Strategy Tourism Destinations Integrated and Infrastructure in South Sulawesi Indonesia (August 28, 2019)*.
- Hasyim, D., Gunawan, A., Sudi, M., Mustafa, D., & Rijal, R. (2020). The Government's Role in the Development of Yendi Beach Tourism Destinations in Biak Numfor Regency. *Jurnal Ad'ministrare*, 6(2), 186–189.
- Itamar, H. (2016). *Strategi Pengembangan Pariwisata di Kabupaten Tana Toraja*.
- James, S. (1987). *Tourism Economics history and prospects*. Yogyakarta Canisius Publisher.
- Keller, K., & Lane, K. (2013). *Marketing Management*. New Jersey: Prentice Hall.
- Labiran, M. (2013). *Analisis Penerimaan Daerah Dari Sektor Pariwisata Di Kabupaten Tana Toraja Dan Faktor-Faktor Yang Mempengaruhinya*. Skripsi Fakultas Ekonomi dan Bisnis. Jurusan Ilmu Ekonomi. Makassar
- Lin, Z., You, K., Lau, C. K., & Demir, E. (2019). Segmenting global tourism markets: A panel club convergence approach. *Annals of Tourism Research*, 75, 165–185. <https://doi.org/https://doi.org/10.1016/j.annals.2019.01.007>
- Nur, A. C., Akib, H., Niswaty, R., Aslinda, A., & Zaenal, H. (2019). Development Partnership Strategy Tourism Destinations Integrated and Infrastructure in South Sulawesi Indonesia. *Available at SSRN 3497230*.
- Nurfadilah, K. A. (2017). *Strategi Pengembangan Pariwisata Pantai Pangandaran*. Studi Kasus di Kabupaten Pangandaran.
- Pulido-Fernández, J. I., Cárdenas-García, P. J., & Espinosa-Pulido, J. A. (2019). Does environmental sustainability contribute to tourism growth? An analysis at the country level. *Journal of Cleaner Production*, 213, 309–319. <https://doi.org/https://doi.org/10.1016/j.jclepro.2018.12.151>
- Ridder, H. G., Miles, M. B., Michael Huberman, A., & Saldaña, J. (2014). Qualitative data analysis. A methods sourcebook. *Zeitschrift Fur Personalforschung*. <https://doi.org/10.1177/239700221402800402>
- Said, F., Akib, H., Salam, R., & Baharuddin, A. (2017). An Analysis of Tourism Visit Trend. *2nd International Conference on Education, Science, and Technology (ICEST 2017)*.
- Samad, Y., Salim, M., Arfin, M., & Akib, H. (2018). The Functions of Language in Realizing the Indonesian Culinary on the official tourism website of Indonesia: A Tourism Discourse Perspective. *The Functions of Language in Realizing the Indonesian Culinary on the Official Tourism Website of Indonesia: A Tourism Discourse Perspective (October 31, 2018)*. *Ewha Journal of Social Sciences, Forthcoming*.
- Stratan, A., Perciun, R., & Gribincea, C. (2015). *Identifying Cultural Tourism Potentials in*

Republic of Moldova through Cultural Consumption among Tourists.

Suwantoro, G. (2004). *Fundamentals of Tourism. Yogyakarta: Andi Publisher.*

Yang, J., Ryan, C., & Zhang, L. (2013). Social conflict in communities impacted by tourism. *Tourism Management*, 35, 82–93.
<https://doi.org/https://doi.org/10.1016/j.tourman.2012.06.002>

