

# **The Role Tourism Technical Implementation Unit In Tete Tonra Beach Tourism Development Planning In Bone District**

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## **ABSTRACT**

The Role of the Tourism Technical Implementation Unit in the Tete Tonra Beach Tourism Development Planning in Bone district. This study aims to determine the role of the technical implementing unit of Tourism in planning the development of Tete Tonra Beach tourism in Bone district by using a qualitative design approach. This type of research is descriptive qualitative using data collection techniques, namely observation, interviews, and documentation. The key informants of this research were the head of the tourism office of Bone Regency along with the head of the Technical Implementation Unit (UPT) and the manager of Tete Tonra Beach Tourism using an interactive model data analysis technique consisting of three activity flows that occurred simultaneously, namely: data condensation, data display, and conclusion drawing/verifications. The results showed that UPT Wisata had not yet shown an optimal role in the development planning of Tete Tonra Beach in Bone district. This can be seen from the results of development that have been carried out which show that the average has not been maximized, the lack of new breakthroughs, the lack of realization of the solutions that have been made, and the lack of routine evaluations carried out by the Tourism Office through the UPT.

**Keywords:** Role, Development Planning, Tete Tonra Beach Tourism

## **INTRODUCTION**

Tourism is an important sector in increasing national and regional income. Tourism can be the main sector in improving other sectors in government administration, such as the economic, cultural and social sectors. The policy of developing a tourist park is one of the mainstays of development in Indonesia as a country that is very rich in tourism objects because of its cultural diversity and natural beauty. The tourism potential that exists in each region provides opportunities for increasing tourism both in terms of quantity and quality in order to maintain its reliability which has not yet seen its contribution to the problem of increasing tourism and the role of tourism in regional development.

Seeing the state of progress in the development of tourist parks, it is understood that efforts to develop tourist parks need to be carried out continuously and sustainably, with the hope that the results of the development of tourist parks can affect the increase in the number of tourist arrivals and extend the length of stay and the impression of tourists on existing tourism assets. RI Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025 article 8 states that "it is necessary to plan in order to meet the goals and objectives of tourism development, it is necessary to plan in order to meet the goals and objectives of development".

South Sulawesi is one of the provinces in Indonesia which is known as one of the regions that has existed for a long time and is an area that has rapid development development, such as the province of South Sulawesi which is currently a testament to the history of the city, leaving various tourist attractions with different historical characteristics. as an identity, especially in Bone district where there are various tourism places as stated in the Draft Regional Regulation of Bone Regency Number 2 of 2013 concerning Regional Spatial Planning of Bone Regency in 2012-2032 that there are tourist areas in the form of cultural tourism, nature tourism, and artificial tourism.

Seeing the condition of the various tourist parks in Bone district at this time, especially at the Tete Tonra Beach park in Bone district, it is considered that the planning made by the Tourism Office with the Tourism Technical Implementation Unit is still less effective. This is due to the Tete Tonra Beach park in Bone district which to this day can have developments which of course can also have an impact on increasing regional income.

Apart from that, the development of Tete Tonra Beach which is said to be underdeveloped is of course due to a lack of care and attention from the Tourism Office of Bone Regency and the Technical Implementation Unit (UPT) paying attention to the condition of Tete Tonra Beach in Bone Regency. Yoeti (2005) Development in the tourism sector will be successful if the wider community can have more impact or participate actively. In order for the wider community to be more able to have an impact and participate in tourism development, the community needs to be given an understanding of what is meant by tourism and what benefits and advantages will be obtained. In addition, Dimyanti (2003:34) The development of the tourism sector needs to be improved by developing and utilizing national and regional tourism resources and potentials so that they can become reliable economic activities in order to increase foreign exchange earnings or regional original income, expand and equalize opportunities business and employment, especially for the local community.

Based on the results of observations made by the author from October to December 2021, which can be observed even in the world of social media, Tete Beach has been named one of the most unique beaches in Bone Regency. It is not without reason that he

holds this title. The charm of this white sand beach is even more perfect when the sea water begins to recede. Instantly, the waters of Tete Beach turned into a sandy field.

One thing that is interesting, at low tide, a path of 3-5 meters wide along 1 km opens connecting the shoreline with an uninhabited island in the East of Tete Beach, but judging from the construction conditions of Tete Tonra Beach it is considered less developed, this is because Tete Tonra Beach in Bone district is poorly maintained starting from the condition of transportation access, provision of rental housing facilities, clean water and lack of arrangement that can provide beauty for visitors.

The tourism problems in Tete Beach, Bone Regency above are complex and involve all existing stakeholders. This will certainly hamper the development of Tete Beach tourism, so the synergy and active role of all existing stakeholders, namely the Tourism Office and UPT as well as the community, and the private sector must work well together, especially the community as implementers and subjects of tourism development to overcome tourism problems. In addition, the condition of the development of the Tete Beach tourist park is worrying because infrastructure that is not directly related to tourism but becomes an inherent need is also still lacking, such as money exchange, telecommunications, vehicle rentals, guide book sellers, souvenirs and public entertainment places, such as cafes, theater. In addition, the electricity condition at Tete Beach is also considered inadequate.

## **METHOD**

This study uses a descriptive type with a qualitative approach, while the key informants of this research are the head of the UPT Tourism and the head of the tourism office and the manager of tete beach tourism with data collection techniques from literature, operations and interviews. The analysis technique used is qualitative. According to Miles, Huberman and Saldana (2014:144) in the analysis of qualitative data, there are three flow of activities that occur simultaneously. Activities in data analysis are: data compaction, data presentation, and drawing conclusions /verification.

## **RESULTS AND DISCUSSION**

### **a. Problem Introduction**

Problem identification is a form of identification carried out by UPT Tourism to find out everything that becomes an obstacle or problem that causes Tete Beach Tourism to be underdeveloped such as cultural, economic, political and legal (security) problems. Based on the data obtained at the research location that the development planning process carried out by UPT Tourism is through problem recognition. The results of the interview by HI (interview on October 18, 2021) which explained that: "The form of our planning efforts departs from identifying problems and assessing opportunities, threats and

challenges for the work program that we will arrange to build the Tete Beach Tourism park".

The planning system by the Tourism UPT of Bone Regency has basically identified the problem, but the problem has not been able to design a solution, even though it is understood that a plan is very important in a development because it is an important skill for success and in accordance with the specified time, (Prajudi in Syafie, 2007).

Based on the explanation above, it can be concluded that the role of UPT Tourism in planning the development of Tete Beach Tourism from the aspect of problem recognition which is considered to be still not good. This is due to the lack of efforts made by UPT Tourism to take the initiative to make new breakthroughs to overcome these problems, both problems related to the economy, culture and security, all of which affect the development of the Tete Beach tourist park.

#### **b. Estimating Scope**

Estimating the scope is one of the processes in planning by sorting or detailing the problems that occur in Tete Beach Tourism starting from human resources (managers), facilities and infrastructure, building and road infrastructure. The results of the interview with HI (interview on November 14, 2021) said that "we are aware of the many various needs that must be addressed, and we are constrained by the available budget and it is also difficult for us to determine the estimate of the required budget, especially what is often the problem is the estimation of salary costs that will be paid. given to the tete beach tourism manager.

Based on the information from some of the informants above, and the results of observations made by the author, it can be concluded that the role of UPT Wisata in planning the development of Tete Beach Tourism which is seen from the aspect of estimating the scope is considered to be still not good, because of several problems that lead to the underdevelopment of the tourist park. Tete Beach there is no single solution at this time to overcome various problems that are considered important by the Tete Beach Tourism UPT.

#### **c. Classifying Possible Solutions**

Planning of the management function is very important for an organization. A plan will greatly affect the success or failure of a job. The results of the interview with AJ (interview on November 17, 2021) which explained that: after holding a joint meeting with all UPT employees and from the service by reviewing the shortcomings and problems found in Tete Beach Tourism, from that the results of the meeting gave birth to various solutions ranging from improving budget, additional personnel resources, procurement of facilities and infrastructure.

From the results of the interview above, it is understood that the role of UPT Tourism in planning the development of Tete Beach Tourism for the aspect of classifying possible settlements is considered quite good.

#### **d. Evaluating Progress on Specific Completions**

Evaluating progress on specific settlements, namely the existence of an action or effort made by the Tourism UPT to monitor progress on the plans it has made in the construction of the Tete Beach Tourism park, such as assessing income and expenses, assessing the enthusiasm of the people who visit Tete Beach Tourism.

This was acknowledged by HI (interview on November 14, 2021) that "to be honest, if you look at the progress of the development of Tete Beach Tourism, it is still not good, because the income obtained from the Tete Beach Tourism park is also still relatively less compared to the expenditures that have been spent. by UPT Tourism and from the tourism office which is quite large".

The results of the author's observations are that there is a lack of effort made by UPT Tourism in evaluating progress on program activities or plans that have been made previously, as so far there have been many complaints from the public for services obtained when visiting Tete Beach Tourism starting from the lack of transportation facilities.

In general, the lack of street lamps and lamps in traditional houses, the high price of renting traditional houses, and the lack of traders in the Tete Beach Tourism area are also very much needed by visitors. Based on the results of interviews and observations made by the author, it can be concluded that the role of UPT Tourism in planning the development of Tete Beach Tourism from the aspect of evaluating progress on specific settlements is considered to be still not good. Based on the results of the research above, some information related to the role of UPT Tourism in the development planning of Tete Beach Tourism as a whole can be judged to be still not good, this can be seen from every aspect that is a step in development planning, the results also show that the average is not good. .

Various efforts have been made by the Government of the Department of Tourism together with UPT Tourism in the development of the Tete Beach Tourism object, both in the planning that has been made, the implementation of development using planning as a guide so that the desired results or benefits can be achieved and felt by all parties, the existence of control or supervision in tourism development to avoid the risk of greater loss or deviation. The importance of attention from UPT Tourism to rebuild Tete Beach Tourism which is a great asset for the region and of course with tourism that grows and develops will have an impact on community needs, as stated by Prijono in Sjafrizal (2015) there are three important values of development goals, namely "fulfillment of all basic human needs in the form of clothing, food, shelter, health and protection against threats"

The implementation of the development of the Tete Beach Tourism park must be in accordance with the planning and there is coordination or cooperation between the parties involved in the development carried out. The thing that most supports the success of the development carried out on tourism objects is community based development, which involves the community in planning and implementing tourism object development. Thus the community can provide strong support and participation, including in efforts to preserve the necessary assets (nature and culture). Marbun and Mahfud (2000) suggest that in order for development to run smoothly and benefit the community, the conditions that must be met are as follows: "A good plan, reasonable and can be realized within a predetermined period of time according to needs".

## **CONCLUSION**

The results of the study indicate that the role of UPT Tourism has not shown an optimal role in planning the development of Tete Beach Tourism. This can be seen from the results of development that have been carried out which show that the average has not been maximized, the lack of new breakthroughs, the lack of realization of the solutions that have been made, and the lack of routine evaluations carried out by the Tourism UPT of Bone Regency. From the conclusions above, there are some suggestions that are recommended for the Tourism UPT of Bone Regency to plan the development of Tete Beach Tourism, which is immediately followed up by the UPT and the Regional Government of Bone Regency in identifying all the problems that exist in Tete Beach Tourism starting from facilities and infrastructure, increasing promotions, increasing tourist objects and attractions as well as coaching the local community and prioritizing to overcome problems that are considered urgent, such as the problem of lack of facilities and infrastructure.

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