

Development of Tourism Objects and Increasing Tourist Visits at Burake Tourism Objects in Tana Toraja Regency

M. Awaluddin

**State Administrative Science, Sekolah Tinggi Ilmu Administrasi
Puangrimaggalatung Bone**

Email : Awalstiaprimabone@gmail.com

Abstract

Optimally developing tourism can increase economic growth, this is because tourism is a sector that is considered profitable for many parties, such as the government, society and the private sector. This study aims to determine the development of tourist objects and increase in tourist visits to Bureke. This research method is qualitative with a descriptive approach using primary and secondary data sources. Data collection is carried out through observation, interviews and documentation. The data analysis technique used a qualitative interactive model. The results of the study show that the development of tourist objects can increase tourist visits seen from tourist attractions where in tourist attractions there is the main attraction for tourists to come to visit, namely the statue of Jesus as the main object besides that there is also a statue of the Virgin Mary, a glass adrenaline bridge which is the only item in Toraja, photo spots and cool and beautiful natural scenery to attract tourist visits. Marketing and Promotion that attracts tourist visits. Transportation of income and desires based on research results there are many deficiencies, especially existing facilities that are not fully functioning optimally and also fees for entering and enjoying burake attractions are subject to tariffs based on.

Keywords: development, attractions, Increased tourist visits

Copyright © 2021 Makassar State University. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

Optimally developing tourism can increase economic growth, this is because tourism is a sector that is considered profitable for many parties, such as the Government, the Community and the Private (Aulya et al., 2016; Inchausti-Sintes, 2015; Muhtasom & Ab, 2019; Randelli & Martellozzo, 2019; Witt et al., 2004). Tourism in Indonesia in this decade has begun to show development and growth to become an industry that stands alone, but what still needs to be considered is that so far awareness

and understanding of tourism has not reached the general public. Tourism development must be equipped with good planning on a macro and micro scale.

South Sulawesi Province is one of the tourist destinations in Indonesia which offers various kinds of tourist objects. One of the tourist destinations in South Sulawesi that offers a variety of natural wealth and cultural wealth of the Tana Toraja district. Tourism in Tana Toraja has great potential because it is a hilly area and also has very large vacant land for building 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 and witness firsthand. . In early 2000, Tana Toraja tourism had experienced a downturn. one of the reasons is the lack of supporting facilities that can attract tourists to return to visit Tana Toraja.

Data from the Tana Toraja Tourism Office, the number of tourists visiting the Burake tourist attraction in 2014 was 60,069 domestic tourists and 20,167 foreign tourists. Burake tourist visits in 2015 increased from 2014, namely 82,767 domestic tourists and 82,767,000 foreign tourists. 15,731 people and tourist visits in 2016, namely 1,056,592 people. Visits by tourists at Burake attractions are mostly on Saturdays and Sundays and on holidays, usually more in June, July and December. By looking at visitor data at the Burake religious tourism object which increases every year.

In accordance with the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism³) the money spent by the tourist is brought from his country of origin, where he can live or stay, and is not obtained because of the results of his business while on a tour; and 4) the trip is made at least 24 hours or more. The main elements that must receive attention in order to support the development of tourism in tourist destinations concerning the planning and implementation of development include 5 elements: tourist objects and attractions, tourist infrastructure, tourist facilities, governance/infrastructure, and community/environment.

Therefore, tourism development is an important choice for a region because of the multi-effects caused by tourism activities. Economic growth is the main impact which is characterized by the opening of employment opportunities, investment stimulation so that tourism products develop both goods and various services so that tourism continues to grow. Marpaung(2000) Tourism development is inseparable from the existence of tourist attractions until there is a type of development that is supported by the provision of facilities and accessibility where tourist attraction objects are closely related to travel.

RESEARCH METHODS

The approach used in this research is qualitative research. The qualitative research method is a research method which is commonly referred to as an artistic method, because the research process is more artistic in nature, and is also referred to as an interpretive method because the research data are more pleasing to the interpretation of data found in the field. Qualitative research aims to reveal qualitative information so

that it places more emphasis on process issues and meaning by describing a problem. The type of research used is descriptive research type with qualitative methods intended to provide a clear picture of the problem under study, identify and explain existing data systematically.

The data source in this research is the data source used in the form of primary data and secondary data. Primary data is data obtained directly from the object to be studied by interviewing as a data collection technique. Interviews were conducted using tape recorders and interview guides with question topics which included; tourism object marketing burake and tourists with The main instrument is the researcher himself using a voice recorder on a mobile phone with qualitative data analysis techniques, namely data collection, data condensation, data presentation, and data conclusions.

RESULTS AND DISCUSSION

Presentation of data and results of interviews obtained related to Tourism Object Development and Increasing Tourist Visits at the Burake Tourism Object in Tana Toraja Regency are presented based on 6 indicators from Hadinoto and the World Tourism Organization (WTO) to measure the development of tourist objects and tourist visits, namely tourist attraction, promotion and marketing, transportation, income and wants, recipients of tourists, and visitors. After determining the list of research informants either through interviews with informants or field observations. The results of this study, researchers found a variety of information, conditions and various phenomena related to the focus of research.

Tourist Attractions

The Tana Toraja district tourism office in developing the Burake tourist attraction is carried out by adding tourist attractions. With the addition of supporting spots, it will increase tourist visits. Based on the research conducted, the main attraction for tourists to come to visit the Burake tourist attraction 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 large size, apart from the statue there are also other attractions such as the statue of the Virgin Mary which is located in a 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 item in Tana Toraja and also natural scenery that spoils the eyes of tourists who come to visit.

The advantages are in the form of beautiful natural scenery and a cool atmosphere so that visitors feel at home for long and return to visit to enjoy the main object of Burake Tourism plus cool views when looking at the entire city of Makale from a height.

Spillane (2005) said that the attractiveness of a tourism object or the results of art in a particular area that can attract tourists to visit these tourist attractions. From this

understanding we can know that the important point of attraction is the existence of a large attraction to attract tourists. The emergence of this attraction because these things are new or rarely encountered.

Based on the theory from Hadinoto(1996)with the results of the study, it was found that there was a match between the theory and the conditions found. This is because the main attraction for tourists to come to visit the Burake tourist attraction is the statue of Jesus Christ which is the largest statue and beats the statue of Jesus Christ in Brazil, besides the statue there are also other attractions such as the statue of the Virgin Mary which is located in the cave, even though it is far away. from the statue of Jesus but still within the tourist area of Burake. The glass bridge is also one of the attractions that is in great demand by visitors, this is because this vehicle can test the adrenaline of visitors and is the only tourist item in Tana Toraja, as well as natural scenery that spoils the eyes of tourists who come to visit. Regarding the advantages possessed, namely in the form of beautiful natural scenery,

Promotion and Marketing

Tourism promotion and marketing is not only carried out by the government or the Tourism Office but also by the local community and the local community. Promotion is a design to introduce the tourism object offered and the way in which the tourism object can be visited. For planning, promotion is an important part. Promotion and marketing are intended regarding efforts made to attract the attention of visitors to Burake tours and also the mass media used to promote this tour.

Based on research conducted in an effort to introduce or get to know Burake tourist objects, namely efforts to introduce or get to know tourist objects are carried out by introducing through electronic media such as TV broadcasts such as trans tv, inews tv, MNC groups and the most potential, namely through social media such as Facebook, Instagram. Tourism marketing and promotion that most attracts tourist visits is promotion through social media such as Facebook and Instagram, not only the Tourism Office is promoting but also Tourism Office employees, the public and visiting tourists who will take pictures and then publish the pictures via social media.

Kotler and Keller(Samad et al., 2018)said that tourism destination marketing management is all tourism destination activities in choosing target markets, revenue, keeping and growing selected customers by creating, delivering and communicating all offers that can satisfy customers also better than competitors. Based on the theory from Hadinoto and the results of the research, it was found that there was a match between the theory and the conditions found. This is because efforts in marketing and promoting tourist attractions are carried out by introducing through electronic media such as TV broadcasts such as trans tv, inews tv, MNC, some of which come directly to cover the Burake tourist attraction. An example is, on the Trans TV station on the Ragam Indonesia program, which displays the atmosphere of Burake tourism which is visited by many local and foreign tourists. Related to tourism marketing and promotion, the

most attractive tourist visits are promotions through social media such as Facebook and Instagram.

Transport, Income and Desires

Transportation of income and wants is by income which supplies transportation. Transportation has a major impact on the volume and location of tourism development. Transportation is intended regarding development strategies, steps to support development, tourist fares and also supporting facilities provided by the Burake tourist attraction.

Based on the results of the research that related to transportation, income and desire that there are many shortcomings, especially the existing facilities are not fully functioning, the development strategy to increase tourist visits is to improve existing facilities and infrastructure such as expanding parking lots, structuring souvenir sales areas typical of Toraja, improving water flow, then adding photo spots, out bond rides and improving the cleanliness of the Burake tourist area. Regarding the steps in supporting the development of the Burake Tourism Object, namely by continuing to improve by maintaining the cleanliness of the environment around Burake and expanding the parking area and arranging existing facilities,

Tourism infrastructure is a natural resource as well as human resources that are absolutely needed by tourists on their journeys to tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and so on.(Inchausti-Sintes, 2015; Lasso, 2018; Nur et al., 2019; Said et al., 2017). The aspect of the entrance fee for the Burake Tourism Object is considered appropriate because it is adjusted in PERDA No. 7 of 2011, namely for international tourists Rp. 20,000 per person, domestic tourists, namely for adults, a tariff of Rp. , children and students or students with the condition that they show a student or student card are subject to a tariff of IDR 2,000 per person and for the cost of glass adrenaline for IDR 50,000 per person.

Recipients of Tourists

Recipients of tourists who provide accommodation and tourism support services such as facilities and services. Recipients of tourists are intended regarding the form of service provided by Burake tourism officers. Salman Paludi (2017) said that tourist satisfaction with tourist destinations is related to the travel experience consisting of accommodation, weather, natural environment, social environment and others. Tourist satisfaction is closely related to the quality of the tourism products they receive.

Based on the results of the research conducted, the services provided by tourism officers have provided good service and also carry out their duties as well as possible, which can be seen from the cleaning guards who work during opening hours until closing hours, then there are security officers, in this case assigned to SATPOL PP and also from the police, in addition to that the permit officers to enter the Burake tourist

attraction and the glass adrenaline rides work from opening hours to closing hours for the Burake tourist attraction.

Based on the theory from Hadinoto and the results of the research, it was found that there was a match between the theory and the conditions found, this can be seen from the cleaning guards who work during opening hours until closing hours, then there are security officers in this case assigned to SATPOL PP and also from other parties. the police, in addition to this, officers for permits to enter Burake attractions and glass adrenaline rides who work from opening hours to closing hours for Burake attractions.

From direct observation by researchers in the field regarding tourist recipients it is not fully suitable because during 2 days of research researchers have not found janitors directly picking up scattered trash, only seeing them transporting trash in trash cans, apart from that other services such as security assigned to SATPOL PPs stand by at tourist objects while researchers are conducting research, as well as services for permits to enter tourist objects and service officers for permits to enter adrenaline glass who always stand by at their respective assignments even though they are taking turns during breaks so that the service continues. walk.

The purpose of holding the Burake tourism object development is to increase tourist visits, because the presence of tourist visits will increase Original Regional income for Regional development. The data from the Tana Toraja Regency Tourism Office shows that there is an increase in tourist visits from year to year as shown in the following table:

Table 1. Number of visitors to burake attractions

No	Year	Traveler Archipelago	International Tourists
1.	2016	999,729	1050
2.	2017	999,844	2,932
3.	2018	1,044,372	1625

Source: Tana Toraja Tourism Office 2019

Based on data from the tourism office regarding the number of visitors, both domestic and international tourists, at the Burake Tourism Object, Tana Toraja Regency has increased every year, namely from 2016 to 2017 there was an increase in tourist visits of 1,997 people and the number of tourist visits from 2017 to 2018 was 43,221 people, which means that the development of the Burake Tourism Object is very closely related to tourists so that the development carried out can increase tourist visits. However, many visitors complain about visiting Burake attractions, especially cleanliness, availability of water for toilets, and limited parking. According to the World Tourism Organization (WTO)(Patrick, 2018)in 17 visitors is any person who is related to another country where he has a place of residence, with the reason of doing work given by the country he is visiting.

Based on the theory from Hadinoto and the results of the research, it was found that there was a discrepancy between the theory and the conditions found that the complaints of tourists visiting the Burake tourist attraction were the cleanliness of the environment of the Burake tourist attraction where trash was still scattered in several places even though a storage place had been prepared, availability toilet water is still lacking, parking locations are still lacking so that visitors have difficulty parking their vehicles, especially on holidays and also the arrangement of places to shop for typical Toraja souvenirs which still look messy and the arrangement of photo spots and other facilities that are not optimal.

CONCLUSION

3) transportation of income and desires based on research results there are many deficiencies, especially the existing facilities are not fully functioning optimally and also fees for entering and enjoying burake attractions are subject to rates based on PERDA No. 7 of 2011 which is Rp. 20,000 for foreign tourists and Rp. 10,000 for adults, Rp. 5,000 for employees and researchers and Rp. 2,000 for children and students. 4) Recipients of tourists have carried out their duties and have provided good service.

The results of research related to the development of tourist objects and increasing tourist visits to the Burake tourist attraction in Tana Toraja Regency provide benefits for the district government, especially Tana Toraja Regency which is a tourism destination area for how to develop existing tourist objects so that tourists are interested and tourist visits are increasing. The other implication is that existing infrastructure is managed properly so that it can function optimally.

REFERENCES

- Aulya, R., Mindarti, L. I., & Amin, F. (2016). Strengthening Local Economy Through Community-Based Tourism In Governance Perspective (Study at Sidomulyo Tourism Village, Batu City). *Jurnal Ad'ministrare: Jurnal Pemikiran Ilmiah Dan Pendidikan Administrasi Perkantoran*, 3(2), 11–30.
- Hadinoto, K. (1996). Perencanaan Pengembangan Pariwisata. *Universitas Indonesia, Jakarta*.
- Inchausti-Sintes, F. (2015). Tourism: Economic growth, employment and Dutch Disease. *Annals of Tourism Research*, 54, 172–189. <https://doi.org/10.1016/j.annals.2015.07.007>

- Lasso, A. (2018). Are tourism livelihoods sustainable? Tourism development and economic transformation on Komodo Island, Indonesia. *Asia Pacific Journal of Tourism Research*, 23(5), 473–485. <https://doi.org/10.1080/10941665.2018.1467939>
- Marpaung, H. (2000). *Pengetahuan kepariwisataan*. Alfabeta.
- Muhtasom, A., & Ab, A. (2019). Kahayya Village as a Priority Destination for Rural Tourism Development Policy in Bulukumba Regency. *Jurnal Ad'ministrare*, 6(1), 1–8.
- 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*.
- Randelli, F., & Martellozzo, F. (2019). Is rural tourism-induced built-up growth a threat for the sustainability of rural areas? The case study of Tuscany. *Land Use Policy*, 86, 387–398. <https://doi.org/https://doi.org/10.1016/j.landusepol.2019.05.018>
- 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*.
- Spillane, J. J. (2005). Tourism in developing countries: Neocolonialism or nation builder. *Management and Labour Studies*, 30(1), 7–37.
- Witt, S. F., Song, H., & Wanhill, S. (2004). Forecasting tourism-generated employment: The case of Denmark. *Tourism Economics*, 10(2), 167–176.