

Security, Order and Community Obedience as Preconditions for Tourism Destination Competitiveness

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ABSTRACT

Security, order and community obedience as preconditions for tourism destination competitiveness should be considered by the local government and stakeholders in each region. Security and order are "public goods" that are needed by every citizen. This article explains the actual condition of tourism destination management in the aspects of security and order and community obedience. The type of qualitative research with a phenomenological approach is used to explain the noumena (meaning) behind the phenomenon (fact) regarding security, order and obedience of the people of Tana Toraja Indonesia. The results of the study found that the actual situation and conditions were created that were safe and orderly as a form of obedience of citizens to tourism destinations in Tana Toraja. The situation and conditions are created not only because it is a manifestation of the local cultural values of the Toraja people who are happy to receive visitors or tourists, but also a proof of the success of the institution of the Republic of Indonesia Police (Polri) through the role of Bhayangkara Pembina Keamanan dan Ketertiban (Bhabinkamtibmas) together with the institution of the Indonesian National Army (TNI) through the role of its personnel at the lower level. The synergy of these roles supported by obedience and active participation of the local community can be of added value as a precondition for competitive advantage in the development of sustainable tourism destinations based on community participation.

Keywords: Security and Order; Public Obedience; Public Institutions; Tourism Destinations

INTRODUCTION

Security, order and community obedience as the basis or precondition for the competitiveness of tourism destination development is an important and interesting research focus as the public understands that tourism is the leading sector of multidimensional development. A number of experts and researchers (Millar et al., 2017; Ritchie & Crouch, 2003; Zou & Yu, 2022) agree that security is a major factor that influences the desire of potential tourists, the attractiveness and success of tourism destination development. Security includes aspects of protection and physical safety for tourists, such as crime rates, terrorism, and natural disasters. According to experts and researchers (Gupta & Lumanauw, 2022; Hutagalung &

Sulistio, 2021; Sofianto et al., 2022) that destinations that are perceived as safe and orderly can attract more tourists, while the lack of security and order can hinder tourism growth. Similarly, community adherence to the rules and norms that apply in tourism destinations affects tourists' experiences and impressions. Community observance includes aspects such as positive behaviour, tolerance, hospitality, and respect for the local environment and culture. It is assumed that when the local community upholds obedience, the tourism destination can provide positive and alluring experiences and impressions for tourists, as well as being the basis for its development competitiveness.

Tourism destination competitiveness reflects the ability of a locus or destination to attract and retain tourist visits in competition both regionally and nationally as well as internationally or globally. According to the experts (Budi, 2015; Cahyani et al., 2022; Haedar, 2023; Hutagalung et al., 2021; Wibowo & Hidayat, 2017) that the competitiveness of tourism destinations is influenced by various factors, including security, order, and community obedience. Thus, tourism destinations that are able to create a safe, orderly and friendly environment for tourists and have communities and visitors or tourists who comply with norms and regulations can have a competitive advantage in the sustainable tourism industry.

METHOD

Descriptive-qualitative research (Moleong, 2001; Patton, 2005; Saebani & Ahmad, 2009; Silverman, 2020) through this phenomenological approach explains the aspects of security, order and community obedience as a precondition or basis for the competitiveness of tourism destinations in Tana Toraja Indonesia. The Sapta Pesona program that is applied at least looks at these aspects internalised in the five components of integrated tourism destination development, namely aspects of attraction, accessibility, accommodation, amenity and ansilarity. The impact is seen in increasing the competitiveness of tourism destinations in a sustainable manner.

Data, information and knowledge on tourism performance were obtained through observation and interview techniques. (Jamshed, 2014) with informants representing tourists (domestic, foreign), informants representing local government organisations (OPD), informants representing managers and owners of tourist destinations, informants representing citizens who live around Tana Toraja tourism destinations. In addition, data, information and knowledge were also obtained from the results of focus group discussions and through document searches that present the reactualisation of the Sapta Pesona program with the five components of integrated tourism destination development in Tana Toraja. Data were processed and analysed descriptively-qualitatively using the interactive model (Miles et al., 2018). (Miles et al., 2018) which includes data condensation, data presentation, verification/conclusion drawing.

RESULTS AND DISCUSSION

Results

Based on the description of previous research results (Bambang Supriadi & Roedjinandari, 2017; Bare, 2021; Eddyono, 2021; Macchiavelli, 2001), there are five important aspects as components or elements of tourism destination development in each locus including in Tana Toraja. it can be seen that there are five important aspects as components or elements of tourism

destination development at each locus including in Tana Toraja. The components in question are attractions or attractions, accessibility, accommodation and or amenity, and ansilarity with a high level of quality provision at the research locus in Tana Toraja. The reality is in accordance with the needs and desires of tourists and related stakeholders. In addition, there are preconditions for tourism destination development efforts which are also carried out in an integrated manner through the Sapta Pesona Tourism programme which includes security, order, cleanliness, coolness, beauty, friendliness and memories. This research article focuses on the aspects of security, order and community obedience as the basis of tourism destination competitiveness, as described below.

It is understood by researchers and informants that one of the several appropriate strategies used in order to create an attractive force for tourists visiting Tana Toraja is the realisation of Sapta Pesona tourism. The results of the study found that the creation of safe physical, socio-psychological and ecological (environmental) situations and conditions in two districts, namely Tana Toraja Regency and North Toraja Regency, refers to the implementation of the Sapta Pesona programme, which is an old programme launched nationally to increase attractiveness for tourists or anyone who is interested in visiting an area. This reality is corroborated by informants' views that the implementation of the Sapta Pesona programme, especially the creation of a sense of security and order and the obedience of local community members, is an effort to create preconditions that allow both tourists and fellow community members to actively participate directly and indirectly in the development of tourism destinations (Interview: JP, YPT, JS, YP, 4, 6, 9, 19 February 2021). Similarly, other informants' statements (Interview: YRL, FM, PS, AL, MPP, dated 4, 5, 9, 19 February 2021) that the Sapta Pesona Tourism Program, especially the security aspect, is a form of creating situations and conditions that allow everyone, including tourists who enter an area or tourist area, to be impressed about the tourist attractions visited because they feel safe and comfortable with their environment, both the physical environment and the social environment as well as the events that occur. The impression of security and obedience of the local community felt by every visitor or tourist is a rational reason that underlies his perception of the tourism destination that has been visited and then compared with the impressions obtained at tourism destinations in other areas or in his area.

The creation of a sense of security and obedience of citizens is a precondition of the physical, psychological-social environment that is always created and maintained in every destination in Tana Toraja. The creation of the situation and condition of the physical, social-psychological environment in tourism destinations supports the atmosphere and sense of calm, free from fear and anxiety for the majority of tourists in travelling or visiting the area. A safe atmosphere has actually been felt by the majority of tourists visiting certain tourism destinations, although there are also a handful of tourists, especially domestic tourists who feel a little less safe because they are afraid of dogs that are often found around tourist destinations. It is known that dogs have been kept as pets by some people in Tana Toraja for a long time. The presence of dogs roaming in certain tourist sites such as around To'barana (a cultural tourist attraction in North Toraja Regency) causes some Muslim tourists to feel a little scared, but the presence of dogs in the To'barana area and in several tourism destinations in Tana Toraja Regency is actually considered normal or without problems by most tourists from abroad or foreign tourists. According to tour guides, the presence of dogs in To'barana and in a number of tourism destinations in Tana Toraja is because they are pets of local people, including the owners or managers of certain tourist destinations. Similarly, a number of foreign tourists are more familiar

or like dogs because it is known that dogs are indeed one type of pet of a number of foreign tourists who come to Tana Toraja. (Bare, 2021; Bare et al., 2020)..

For the community or the foundation that owns or manages certain tourism destinations, the creation of situations and conditions that ensure the safety of tourists has been an important concern for a long time and this is in accordance with the results of the study that the creation of a sense of security for tourists as well as the right way to be able to change the image of tourists that Tana Toraja and more specifically North Toraja Regency and Tana Toraja Regency are safe areas. Therefore, the Sapta Pesona element, namely safety, has been realised by the local community together with the local government for a long time, especially after the launch of this national tourism programme.

Observations show that the creation of safe conditions in tourism destinations is a "tough job" that must be realised by all parties or stakeholders. The safe conditions and community obedience referred to according to the informants' understanding not only include aspects of the physical, social, and psychological environment for tourists, but also accompanied by support and assistance provided to each tourist to be free from all negative risks for themselves when using public facilities, tools and equipment available at tourist sites (Observation: 2021-2022).

Initially, the security system at tourism destinations was integrated with a national programme known as the Environmental Security System, abbreviated as SISKAMLING, which was accommodated by local institutions in the Tana Toraja community. The security programme is institutionalised and is a series of Community Security and Order System (SISKAMTIBMAS) programmes by the public institution in charge, namely elements of the Indonesian National Police through the Bhayangkara Pembina Keamanan dan Ketertiban Masyarakat institution, abbreviated as BHABINKAMTIBMAS. (Chairuddin et al., 2022).. The normative basis is the Decree of the Chief of the National Police of the Republic of Indonesia Number Pol.KEP/8/II/2009 concerning changes to the Chief of Police field manual No.Pol.: BUJUKLAP/17/VII.1997 concerning the designation of Bhabinkamtibmas (Bintara Pembina Keamanan dan Ketertiban Masyarakat) to Bhabinkamtibmas (Bhayangkara Pembina Keamanan dan Ketertiban Masyarakat). Elements of SISKANTIBMAS also include Bintara Pembina Desa, abbreviated as BABINSA, as one of the forces of the Kodam (Military Regional Command) which is successively supervised by the Military Rayon Command (Koramil), Military District Command (Kodim), and Military Resort Command (Korem). Then to optimise the role of the National Police, it is reinforced by regulations in creating security, order and community obedience through Law of the Republic of Indonesia Number 2 of 2002 concerning the National Police of the Republic of Indonesia, National Police Chief Regulation Number 3 of 2009 concerning the operational system of the National Police of the Republic of Indonesia, National Police Chief Regulation Number 7 of 2008 concerning Basic Guidelines for Strategy and Implementation of Community Policing in the implementation of National Police duties, National Police Regulation Number 1 of 2021 concerning Community Policing, National Police Chief Regulation Number 7 of 2021 concerning Bhayangkara Pembina Keamanan dan Ketertiban Masyarakat.

Discussion

The real conditions described in tourism destinations, especially regarding aspects of security, order and community obedience as the basis for the competitiveness of tourism

destinations in accordance with the views of researchers (Bambang Supriadi & Roedjinandari, 2017; Chairuddin et al., 2022; Eddyono, 2021; Hadi & Widyaningsih, 2020; Nasution et al., 2020; Soeswoyo, 2020). that to realise the element of security and community obedience in tourism destinations, the form of action that needs to be realised, namely: fostering an attitude of not disturbing the comfort of tourists during their visit; Helping and protecting tourists; Showing a sense of friendliness towards tourists; Maintaining environmental security; Helping provide information to tourists; Maintaining an environment free from the danger of infectious diseases, especially Corona Virus Disease (COVID)-19 which is currently still endemic; Minimising the risk of accidents in the use of public facilities.

This reality is consistent with the views of a number of authors (Heriyantara et al., 2015; Kanom et al., 2020; Suryani, 2017). which essentially explains that the Sapta Pesona programme is an elaboration of the concept of tourism awareness that is directly and indirectly related to the support and participation of citizens as hosts in an effort to create a conducive environment and atmosphere that is able to stimulate and motivate the growth and development of a series of tourism business activities as a smokeless business, through the embodiment of safe, orderly, clean, cool, beautiful, friendly and memorable elements. The embodiment of the sapta charm programme has an impact on the achievement of tourism programme objectives, namely increasing the number of visits, length of visit, money spent and constructive criticism of tourists. This kind of reality is called the multiplier effect because tourist spending in a destination has a domino effect on the local economy. When tourists spend their money on accommodation, food, shopping, and other tourism activities, the revenue will spread to various sectors of the local economy. Thus, the tourism industry drives local economic growth through a multiplier effect that creates new jobs, increases community income, and boosts local investment. Furthermore, the tourism sector is a significant source of foreign exchange earnings for regions and countries. According to the experts (Comerio & Strozzi, 2019; Crouch & Ritchie, 1999; Khalifa, 2020; Ritchie & Crouch, 2003; Weaver, 2020) that when international tourists spend their money in a particular destination, they bring foreign exchange to Indonesia which can be used to finance imports, investments, or strengthen the currency exchange rate. Foreign exchange earnings from tourism make an important contribution to a country's economic stability and growth.

The other side of the impact of tourism destination development is the direct and indirect employment for local communities, both in the tourism sector itself, such as hotels, restaurants, and travel agencies, as well as in supporting sectors, such as agriculture, creative industries, and local transport. According to experts (Africa, 2020; Comerio & Strozzi, 2019; Crouch & Ritchie, 1999; Khalifa, 2020; Ritchie & Crouch, 2003; Weaver, 2020) tourism can provide economic opportunities for local communities through small and medium enterprises, thereby improving living standards and social welfare. Similarly, it is seen that the growth of the tourism industry requires investment in tourism infrastructure, such as the development of airports, roads, accommodation, and other public facilities. Such investments can improve the accessibility, quality, and capacity of the destination, which in turn increases the attractiveness and competitiveness of the destination. Investment in tourism infrastructure can also have a positive impact on other sectors in the local economy and increase tourism revenue.

The research findings also support the theory of destination attractiveness and the determinant factors that make a destination attractive to tourists (Cracolici & Nijkamp, 2009; Kim et al.,

2020; Manrai et al., 2020). (Cracolici & Nijkamp, 2009; Kim et al., 2020; Manrai et al., 2020).. Thus, security, orderliness and community observance are considered important factors in creating positive and attractive experiences for tourists, as they contribute to the creation of a sense of safety and order and hospitality. Meanwhile, some relevant research findings in the theory of social observance in tourism destinations are social norms, social control, motivational factors. According to experts (Christian, 2021; Hasibuan, 2016; Lim, 2021) that social norms influence individual behaviour. Social norms in the context of tourism include hospitality, respect for the environment, and respect for local culture that influence community adherence to practices that support tourism development. Furthermore, social control plays a role in promoting community adherence to tourism-related norms. For example, community supervision of the implementation of rules, social sanctions against behaviours detrimental to tourism, or public awareness campaigns to encourage community compliance. Similarly, individual motivation determines adherence to social rules and norms. It is assumed that, in the context of tourism, individuals tend to be more compliant with norms in favour of tourism if they understand the benefits, both economic and social, or if they have environmental awareness and concern for local culture.

Discussion

CONCLUSION

The existence of a relationship between security and order, and community obedience with the competitiveness of tourism destinations can provide important insights to the government, tourism actors, and local communities. The results of this study can be used as a basis for formulating tourism development policies and strategies that focus on improving security and order and community obedience as a precondition for efforts to improve the competitiveness and sustainability of tourism destinations. Therefore, it is suggested to the local community and stakeholders in the development of tourism destinations to actualise social obedience at the locus of tourism destinations through social norms, social control, motivational factors, while reorganising the Sapta Pesona program based on creating a sense of security and order and community obedience that supports the competitiveness of community-based sustainable tourism destinations.

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