

Development of the tourism industry based on regional competitiveness, Palopo City, South Sulawesi

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ABSTRACT

The results achieved are that there are important aspects that must be considered in an effort to develop tourism in Palopo City . Regional cooperation with surrounding regions, to become a regional tour major in Palopo City and Developing Center of Culture as a center of Excellence for the development of culture specifically Palopo To ensure the sustainability of travel as the basis of development economics in Palopo, community involvement and industry players travel very needed. Tourism infrastructure is still an obstacle to tourism development in Palopo City. The development of tourism must be part of the Medium Term Development Plan (RPMJ) and in lowering the Plan of Development Annual which is integrated with the development of the other.

Keywords: Development, Tourism, Tourism Development.

INTRODUCTION

Tourism is not only a matter of the economy (Dredge & Gyimóthy, 2017; Mosedale, 2010; Zimmermann, 2018), various sectors are multi-sectoral , tourism does not exist in a vacuum (Forganni, 2017; Hartwell et al., 2012), but exists in one big system, whose components are interrelated with one another, with various aspects, including social, cultural, environmental, politics, security, and so on. Nature as a resource in tourism is very large and important (Fredman et al., 2012; Sandell & Fredman, 2010). This can be seen from the clarification of the types of objects and attractions where natural tourism occupies the highest percentage (Dawson & Verweij, 2012).

Palopo City has the opportunity to be further developed as a tourist area that is more attractive than other areas (Achmad, 2021; Bibin et al., 2018; Rahmat et al., 2020), because Palopo City is directly opposite the Bone Bay and geographically is located at an altitude of 0 to 1,000 meters above sea level with an area of 247.52 sq km. Palopo City which is the penultimate autonomous region of the four autonomous regions in Tanah Luwu. The distance from Palopo City to the capital city of South Sulawesi Province, Makassar City is approximately 390 Km. The city of Palopo on the east side extending from North to South is a lowland or coastal area covering an area of approximately 30% of the total, while others are mountainous and hilly in the West, extending from North to South, with a maximum height of 1000 meters above sea level. sea level. Palopo City is included in the national tourism development area in the northern part of South Sulawesi, Tanah Toraja (Bibin & Ardian, 2020;

Irwan, 2017; Nuryanti et al., 2020). Almost all tours in Palopo City have attractions that attract tourists to visit. One of the areas of Palopo City that is most visited by local residents and tourists is Kambo highland, Kambo highland tourism is a new prima donna tour in Palopo City. It is located in Kambo Village, Mungkajang District, a tour that offers panoramic views of the mountains, and can see the view of Palopo City from The interesting thing about Kambo Highland is that it has villas in the form of a barn and the existence of Kambo Highland attractions displays both modern and traditional architecture. With this beauty, almost every day the number of tourists who come to Kambo highland continues to increase. Many tourists who visit cause the development of tourism so rapidly. The potential for tourism which is seen as one of the opportunities in business can bring profit for the manager (Frey & George, 2010; Leung et al., 2013). Therefore, each tourism business actor competes with each other to be able to attract visitors and increase income. In increasing visitors, tourism managers seek satisfaction from visitors to tourist destinations that have been visited (Albaity & Melhem, 2017; Assaker et al., 2011; Devesa et al., 2010). With visitor satisfaction, visitors are expected to make return visits and recommend to the people around them. Increased satisfaction can be pursued by tourism managers through the quality of service and product quality provided to visitors. Higher quality leads to greater satisfaction so managers must prioritize service quality. The number of visitors is very influential on the survival of companies engaged in tourism (Barros et al., 2010; Della Corte & Aria, 2016; Erkuş-Öztürk, 2010), because visitors are a source of income. There are several ways to increase visits, namely, the quality of tourism products and the quality of services provided to visitors and the promotions used in these attractions. With the development of tourism into an industry, it is hoped that it will increase local revenue. The tourism sector is one of the sectors that gets top priority in order to improve the regional economic structure and can increase independence and competitiveness.

The industrial sector is the main driver of a country's economic growth (Cherniwchan, 2012; Distefano & Kelly, 2017; Prasetyo & Kistanti, 2020), because this sector is able to make a real contribution to added value and absorb a lot of labor so that it has a real role in solving our nation's main problems such as poverty and unemployment. Starting from this, the national industrial development strategy has been formulated based on the national industrial development vision, namely "Indonesia becomes a new developed industrial country in 2020, as contained in the National Long-Term National Industrial Policy Strategic Plan document.

To realize this vision, industrial development must be carried out thoroughly in every region of the Republic of Indonesia, because it is impossible to build an advanced national industry, if development is only concentrated in certain areas, for example on the island of Java. By building industry in the regions, it also means encouraging regional economic growth and at the same time providing employment opportunities and alleviating poverty, most of which are still the main issues in the regions. Thus, industrial development in the regions will also have an impact on improving the welfare of regional communities and at the same time regional prosperity, so that regions will have higher competitiveness. To build a strong regional industry, the development of regional industry must be based on the superior potential of regional resources (natural and human resources) and the geographical objective conditions of the region, so that the need for raw materials can be more guaranteed.

Decentralization and regional autonomy have encouraged regions to be more creative and innovative in developing their regional economies. The central government has provided flexibility opportunities for the regions to carry out the development process in accordance with the characteristics and capabilities of the region, including the development of regional industries. The strategy applied is not a single strategy that applies to all of Indonesia or the same policy for all regions, but multiple strategies based on the conditions and resource potential of each region. These conditions include the characteristics of the population and the availability of human resources, environmental carrying capacity and aspects of government.

The problem is, how to improve regional competitiveness in a sustainable manner through an approach to developing regional superior industries in accordance with the unique capabilities and potential of the region. The results of the study in the first year (2015) show that the cultural tourism sector is a leading sector that can be the basis for the industrial development of Palopo City. In the second year of the study, verification and validation of the model produced in the first year will be carried out, followed by the development of a roadmap and the right strategy according to the objective conditions. So that the results of this second year study are expected to be implemented in regional leading sector-based economic development.

Hypothesis

1. Strategic Assumption Surfacing and Testing (SATS)

Strategic assumptions are conditions or prerequisites so that the planned program can be successful (Kühl et al., 2011; Lengnick-Hall & Beck, 2016), successful and expand widely to realize the program's goals and achieve the benchmarks for its success. Sast is one of the engineering analysis of the thought system of soft (soft systems thinking), stressed on the assumption that the backdrop of events than to pay attention to the design and efficient system. Consequently Sast models have the characteristic of taking the thought system of free (not bound) or are against the (not always the same) and includes a multi-dimensional approach to system. Thus the SAST technique is very helpful in uncovering the critical assumptions that underlie the model, plan or strategy.

2. Intermediate Objective Map (IOM)

Said keys are included in the process of thinking logically and critically is the "issue". The term is difficult to look for a counterpart in the language of science, because it has become a language popular which means the principal reporting by news of wind or the info from mouth to mouth. Whereas, in the framework of thought (mindframe) realm of academic, who referred to the "issue" is defined as a principal subject is raised on the basis of the logic of events or real that has proven its validity. Often also the term "issue" dicampuradukan with terminology issues, or substance problem and the principal. In order to avoid confusion in perception, "issue" is translated into issues which are defined as the focus of discussion or topics related to the

scope of the study being argued. The issue contains statements about substance and preferences (Libgober, 2020).

METHOD

Data analysis was performed using analysis descriptive qualitative and analysis using method Sast (Strategic Assumption Sufacing and Testing). Analysis of descriptive qualitative used to verify and memvalidiasi models and development roadmap. While the analysis Sast used to obtain the assumptions base that is required in developing a plan of action (Kim et al., 2017; Lambert & Lambert, 2012).

RESULT AND DISCUSSION

The Potential of Palopo City's Tourism Objects

Palopo City has a very large tourism potential, both in terms of religious tourism, culture, nature tourism, marine tourism, shopping tourism, and last but not least culinary tourism.

1. **Batu Papan Baths** Located in the Sumarambu Village area, Telluwanua District, this first Palopo tourist attraction is about 15 km from the city center. Having clear water and also small rapids steps, this natural bath is the right tourist destination to calm yourself and refresh your mind.
2. **Bukit Kambo** Bukit Kambo is a tourist destination in Palopo, one of the newest parts of Palopo tourism which is currently being popular. different from the previous baths which have a natural atmosphere, the baths in Bukit Kambo are designed in such a way that they become a favorite Palopo tourist because of their instagramable appearance. So, make sure Toppers has prepared a smartphone with adequate camera specifications.
3. **Bukit 513** Another alternative to enjoy the natural beauty in Palopo is to visit Bukit 513. Improved since 2015, this tourist attraction in Palopo has become popular because of its beautiful panorama which has become a favorite object of photography for photographers. The cool atmosphere with beautiful trees makes this Palopo tourist destination suitable for relaxing while taking pictures.
4. **Palopo Old Jami Mosque** does keep a long history trail. And the Old Jami Mosque is one of the religious tourism destinations in Palopo which keeps traces of this history. With traditional architecture typical of the Luwu Sultanate, the Old Jami Mosque was built by Datu Puyung Luwu XVI Pati Pasaung Toampanangi, one of the Kings of Luwu around 1604.
5. **Latupa Waterfall** Talking about natural tourism in Palopo, Latupa waterfall is one of the tourist options that Toppers must visit. As an important source of clean water for residents of the city of Palopo, the panorama of the Latupa waterfall and its beautiful environment has its own charm that is favored by tourists when visiting Palopo City.
6. **Kedatuan Luwu Palace** If you are interested in the history of the Luwu Sultanate, the Luwu Kedatuan Palace can be a tourist attraction in Palopo that you can visit. As a cultural heritage, one of the oldest royal palaces in South Sulawesi has an interesting architecture to study as well as historical values and the original culture of the Palopo people in the past.

7. **Kallo Dewata Cave** Located in Lebang Village, Kallo Dewata Cave was once a stronghold for the freedom fighters of the Republic of Indonesia. With a distance of 9 km from downtown Palopo, now Goa Kallo Dewata is better known as one of the tourist attractions in Palopo. Inside this cave, tourists can find a variety of ancient furniture made of stone. Another interesting thing is that the passages in this cave are very long and are connected to other caves in Palopo.
8. **Batara Guru Museum** The **Batara Guru** Museum is another alternative Palopo tourist destination for those who want to explore the history of the Luwu Sultanate. This Palopo tourist attraction was once the palace of the king of Luwu which was built around 1920. However, now that it is no longer occupied, this palace functions as a museum that stores various prehistoric collections, photo documentation, ceramic art, ethnography, historical manuscripts, and others.
9. **Labombo Beach** Labombo Beach is the next tourist destination in Palopo which is suitable for those who come to Palopo with friends and relatives because there are lots of exciting activities that can be done in this tourist area. Starting from various water activities such as flying fox, outbound, banana boat, water bike, and various other things you can do at Labombo Beach. Or, you can also relax on the beach while enjoying the panoramic view of the sea in the gazebos built on the edge of the beach under the shade of the trees.
10. **Sampoddo Hill** An alternative tourist attraction in Palopo which is currently on the rise is Sampoddo Hill. With a beautiful mountainous landscape, Toppers can refresh the mind under the shady and cool trees. With fresh air, Toppers can enjoy the natural scenery around Sampoddo Hill from a height.

Tourism Development in Palopo Kota City

Tourist destinations in Indonesia, of course, never cease to amaze. The reason is that there are so many interesting destinations that you can visit while filling your spare time on vacation. Visiting one of the tourist attractions that offers very interesting natural scenery, namely the Bukit Kambo Palopo Fort.

Root Definision

Development of Tourism of culture as power attraction of a major for the tourists, with melibatakan participation of the community and the offender businesses, and institutions of education; which can be the basis of sustainable economic development for the people of Palopo City. Tourism development that is integrated with other developments, by involving the private sector, community and educational institutions and in collaboration with the surrounding area. Tourism development needs to be carried out in order to increase economic growth by empowering the people's economy . The development of tourism which support the growth of the economy can be done with attention to some of the following:

First, it needs to set out the various regulations that favor the improvement of service quality and environmental sustainability of tourism travel, not in favor of the interests of certain parties. In addition it should take action which is decisive for anyone just who commit a violation of the rules that have been set. Third, the activities of promotion that is done must be diverse. Fourth, it is necessary to determine the main DTWs that are unique compared to other DTWs , especially those that are traditional and natural. Incidentally, at this time natural and

traditional tourism objects are the main targets of foreign tourists. These objects are still commonly found outside Java, for example in remote areas of Kalimantan, Papua and others.

Fifth, the central government to build cooperation with the private sector and government area local to the system that is honest, open and fair. This collaboration is important for smooth management in a professional manner with adequate service quality. In addition, cooperation between the organizers also needs to be built. Cooperation between travel agency agents, tourist attractions operators , accommodation service entrepreneurs and other related components is very important for the smooth and successful security of tourism.

Sixth, it is necessary to equalize the flow of tourists for all DTW throughout Indonesia. In this case the government must also give equal attention to all DTW. Attention to DTW already independently should be reduced and give attention to the more against DTW that require more attention. Seventh, to inspire the community around DTW to be aware of the role, function and benefits of tourism and to stimulate them to take advantage of the opportunities created for various activities that can be economically profitable . The public is given the opportunity to market their product- the product of local as well as helping them to improve skills and procurement of capital for businesses that bring profit. Eighth, facilities and infrastructure that is needed should be prepared as well to support the tourism. Procurement and repair of roads, telephones, transportation, tourist shopping centers and other facilities around the DTW location is very necessary.

By paying attention to some of these suggestions, it would be helpful to organize tourism that can support economic growth . Of course, the suggestions are not applicable to all DTW, things that are very dependent on the needs of DTW each of which has the problem itself from time to time and environment are different.

Main Tourism Strategy

The main strategies of tourism development in Palopo City are; (a) Increasing Promotional activities by utilizing Information Technology and integrating with the Palopo City event calendar as a whole, (b) Developing networking and cooperation with surrounding areas, (c) Developing special education in the tourism sector at Diploma level to fill the required tourism skilled workers.

Action Plan and Road Map

The development of the roadmap is based on the results of the Exponential Rank Method analysis, there are 4 important and definite aspects that must be met in the development of tourism as the basis for economic development in Palopo City, namely: infrastructure development , tourism promotion , regional cooperation and the development of cultural centers . From the spec , the strategy that should be implemented such as that contained in the roadmap as follows.

Table 1
Action Plan for Tourism Development in Palopo City

No	Purpose	Strategy	Activity	Obstacles	Solution	Required Resources	Target Time
1	Increasing Promotion and attractiveness of Cultural Tourism	Integrated Promotion Development	a. Building an IT -based system b. Regional cooperation c. Development Data base	limitations budget	Private Engagement through CSR	a. Skilled HR b. IT Infrastructure	3 months
2	Development cooperation of regional Region Tourism	Cooperation network development	Cooperation with the surrounding area	There are still differences in interests between regions	Meeting together	a. HR b. budget	1 months
3	Increasing the Palopo cultural center as a center of excellence	IT and Systems Training	IT -based promotion development training	Institutional	Establishment of Center of Excellence	a. HR b. budget	½ months
4	Infrastructure development Tour	Provision of information center and art market	Build a tourist information center and monday market	Limited land	Utilization of land inefficiencies	a. HR b. budget c. IT	6 months

This study calculates the tourism competitiveness index by including all the competitiveness indicators from WWTC as many as 4 indicators and specializes in the destination of Palopo City in the 2015-2020 period.

The competitiveness of tourism is a representation of the indicators that form it. The better the performance of the forming indicators, the higher the tourism competitiveness of a region will be. On the other hand, if the performance of the forming indicators is low, then the competitiveness of tourism is also low.

It is important to analyze the determination of competitiveness to provide an overview of the position of tourism competitiveness in the Palopo City area. The results of this analysis have implications for policies that must be carried out by the Palopo City government to develop the tourism sector because by taking into account the indicators of determining competitiveness, the strengths and weaknesses of the region can be studied in developing the tourism industry as a potential source of PAD.

Sustainable tourism development in essence is to meet the needs of tourists today, by protecting the impact of environmental damage to provide opportunities for future tourists. Tourism cannot be separated as a comprehensive development sector. That is why, the implementation of tourism must pay attention to the principles of community participation, local cultural rights, aspects of resource conservation, education and training, promotion, accountability, and monitoring and evaluation. In accordance with this definition, the planning principles adopted to achieve sustainable tourism development are the principles of tourism

development that are based on aspects of nature conservation and are oriented towards the future (long term), emphasis on the value of great benefits for the community, principles of resource asset management. that does not damage, but is sustainable, the compatibility between tourism development activities with the scale, condition and character of an area to be developed and synergistic harmony between consumer needs (consumer driven), the environment and local communities leading to the development of a more sensitive appreciation of cultural heritage. . The main basis of sustainable tourism lies in community participation. The community is expected to protect all its interests, both natural and cultural resources. The community is also given the space to express their opinion to accept or reject tourism development in their area.

Besides, the development of destinations in other areas, both domestically and abroad will become competitors. Therefore, coordination and cooperation of *stakeholders* at various levels of responsibility and authority is very important. All components of the sub-system of implementing sustainable tourism must pay attention to the above factors to play a proper and effective role. As a multi-sectoral and multidisciplinary activity, tourism will always create intersections/meetings between *stakeholders* from the planning, implementation to monitoring stages. In the context of sustainable development, tourism must be seen as a system. The system includes various components that interact and influence each other including: markets, travel, destinations and marketing. Therefore, it is necessary to have a policy synergy that regulates the implementation of tourism.

In the context of sustainable development, tourism must be seen as a system. The system includes various components that interact and influence each other including: markets, travel, destinations and marketing. Therefore, it is necessary to have a policy synergy that regulates the implementation of tourism. The implementation of sustainable tourism that is multi-sectoral and multi-disciplinary will be successful if its implementation is based on various integrated policy tools between various sectoral policies, both related and not.

CONCLUSION

In an effort to develop tourism in Palopo City, there are important aspects that must be considered. Promotions are big either through event specific and are online by using ICT. Regional cooperation with the surrounding area , to become the main tourist area in South Sulawesi. Develop centers Culture as a center of Excellence for the development of culture special Palopo. To ensure the sustainability of tourism as the basis of economic development in Palopo City, the involvement of the community and tourism industry players is needed. Tourism infrastructure is still an obstacle to tourism development in Palopo City . The development of tourism must be part of the Development Plan Term Medium (RPMJ) and in lowering the Plan of Development Annual integrated with other development.

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