

## **Analysis of Increasing Tourism Competitiveness in Selayar Islands Regency**

**Nawir Rahman<sup>1</sup>, Annisa Ritri<sup>2</sup>**

<sup>1</sup>Universitas Patompo

<sup>2</sup> Universitas Negeri Makassar

E-mail: [nawirrahman@unpatompo.ac.id](mailto:nawirrahman@unpatompo.ac.id)

### **ABSTRACT**

This study aims to examine the potential and analyze the competitiveness of maritime tourism in the Selayar Islands Regency using the SWOT analysis method, as well as to find out the optimal strategy for increasing the competitiveness of marine tourism in the Selayar Islands Regency. This type of research is qualitative with a descriptive approach. Data collection techniques are carried out by observation, interviews, and documentation. The data analysis technique used consists of condensing data, presenting data and drawing conclusions. The results showed that the SWOT analysis model increased the competitiveness of marine tourism, namely having strength in the form of high social cohesion; good service standards; the natural wealth and diversity of marine biota in the Selayar Islands Regency. The strategy of the Selayar Islands Regency Tourism and Culture Office in increasing the competitiveness of marine tourism is the development of the tourist market; tourism product development; development through increasing human resources; developing quality and sustainable marine tourism networks and partnerships; increasing the quality and diversity of business products and tourism services.

**Keywords:** Increasing competitiveness, tourism, SWOT

### **INTRODUCTION**

Tourism is a service industry that is used as one of the drivers of the world economy. Natural and cultural wealth is an important component of tourism in Indonesia (Prasodjo, 2017; Revida et al., 2020). Nature Indonesia has a tropical climate, 17,508 islands of which 6,000 are uninhabited. As well as the third longest coastline in the world after Canada and the European Union. Indonesia is also the largest archipelagic country and the largest population in the world (Bare et al., 2020; Komsic & Dorcic, 2016).

Tourism development is part of the direction of long-term economic development, namely by continuing to develop and increase the global competitiveness of the economy, which is based on increasing productivity and innovation (Nugroho, 2020). Managed in a sustainable manner through continuous improvement of human resource capabilities, creating mastery and application of technology as well as supporting economic stability and providing physical and economic infrastructure. Everything is directed to the realization of competitive advantage based on comparative advantage, as a maritime and agricultural country, according to the competence and superiority of each region.

(Law No. 10 of 2009 concerning Tourism regulates community rights in tourism development Article 19, 2009), clearly indicating to regional governments to be more independent in order to support the successful implementation of regional autonomy. The authority given to the regions requires the readiness of a region to try to manage its own regional households in the implementation of mandatory and optional affairs. In organizing and developing their regions,

local governments are required to be able to explore and find sources of local revenue based on the potentials or wealth owned by the regions by means of proper and optimal utilization and management. One of the most supportive development potentials is tourism potential which has not been utilized optimally. Regions are also required to maximize strengths to take advantage of existing opportunities and minimize weaknesses, be careful and always vigilant in combining regional capabilities with tourist needs.

Local governments are expected to be more aggressive in seizing available opportunities to accommodate various local tourism development concepts and systems (Nur et al., 2021). The role of the Department of Culture and Tourism in regional tourism development is very important. This is because the tourism sector in regional development includes two important aspects, namely the economic aspect because it is a source of income to increase foreign exchange, and the social aspect, namely opening new jobs.

Tourism can be described as a competitive product if the tourist destination is attractive, competitive in terms of quality compared to products and services from other tourist destinations. The competitiveness of the tourism sector is the capacity of the tourism business to attract foreign and domestic visitors to a particular tourist destination (Sefira Ryalita Primadany, Mardiyono, 2013; Utami & Kafabih, 2021). Increasing competitiveness can be achieved by utilizing existing resources, increasing management capabilities so that they have competitiveness according to (Princess, 2014). There is an increase in the competitiveness of tourist destinations that are increasingly attractive, so as to increase the number of tourists visiting. The tourism industry also provides revenue for the government through hotel and restaurant taxes, entertainment taxes, parking taxes, accommodation taxes and other taxes. Apart from that, the tourism industry also encourages investment in infrastructure in tourist visiting areas such as improving roads, maintaining museums, monuments, tourist areas and developing shopping centers (Arianti, 2014).

The tourism potential of Selayar Islands Regency is very large, including the number of tourist objects in Selayar Islands Regency, which recorded 177 destinations in 2020, including 154 natural/maritime tourism destinations, 20 cultural destinations, and 3 man-made tourism destinations. . The most prominent tourism potential of Selayar Islands Regency is the potential for diving tourism (marine tourism), this is also the focus point of the problem in this study. This marine tourism potential resource is according to the Regional Regulation of the Selayar Islands Regency Number 20 of 2002 concerning Determination of Tourism Objects in the Selayar Regency area which is spelled out in the Decree of the Regent of the Selayar Islands Number 453/VII/YEAR 2017 concerning 10 names of destinations and locations of marine tourism destinations in the regency. Selayar Islands. Of the 10 best marine tourism destinations that are intensifying development in Selayar Islands Regency taken from the Strategic Plan Document of the Tourism and Culture Office for 2021-2026, maritime destinations will be taken that contribute the most to Regional Original Income and are the most visited by tourists. local, domestic and foreign with which destinations don't contribute to Regional Original Income and are less attractive to tourists. Then, from the conditions experienced by the two marine tourism destinations, a SWOT analysis will be used to measure the increase in the competitiveness of marine tourism destinations in the Selayar Islands district, after which a strategy for increasing competitiveness will be formulated by emphasizing an orientation that does not only emphasize regional economic growth acceleration and equity. development but also encourage the development of added value on the mastery of technology and human resources. On the basis of the background described above, the authors are interested in conducting research with the title "Analysis of Increasing Tourism Competitiveness in Selayar Islands Regency".

## **METHOD**

This type of research is qualitative with descriptive type. The research time required is approximately 2 (two) months. The research location is at the Selayar Islands Regency Tourism and Culture Office with the aim of analyzing how to increase the tourism competitiveness of Selayar Islands Regency using the SWOT analysis method. The informants in this study are: Head of the Culture and Tourism Office, Head of Tourism Destinations, Head of Tourism Marketing, Marine Tourism Activists, Director of Village Owned Enterprises, Local Communities.

In this study, researchers used instruments that support research in the form of observation, interviews, and documentation. Technical data collection carried out by researchers is observation, interviews and documentation. The data analysis techniques used are data condensation, data presentation and conclusion (Miles et al., 2020).

## **RESULTS AND DISCUSSION**

### **Tourism Potential and Competitiveness of Selayar Islands Regency**

The Selayar Islands have many marine tourism objects that need to be developed in order to have competitiveness. Specifically in this study, researchers focused on the potential and competitiveness of Punagaan Beach and Tamamelong Beach as beaches with the most preferred visits and attractions by tourists with beaches that are less visited by tourists. The role of the Department of Tourism and Culture is as a facilitator in terms of increasing the number of tourists and carrying out technical policy reviews, coaching, implementing sustainability, developing tourism products, tourism businesses, and empowering marine tourism communities or coastal communities

### **The Potential of Punagaan Beach**

Punagaan Beach is located in Patilereng Village, Bontosikuyu District, about 15 km from Benteng City, the capital of the Selayar Islands. Punagaan Beach is a tourist attraction located on the East Coast of Selayar Island, the largest island in the administrative area of the Selayar Islands. Punagaan Beach is a tourist spot in the form of a bay, where unlike beaches in general, Punagaan Beach is surrounded by shady green trees. Most of the area is dominated by cliffs and hills behind the beach. Its uniqueness is the main attraction so that many tourists direct their destinations to this beach. one of the favorites of tourists is the underwater beauty supported by the clarity of the water so that without snorkeling or diving you can enjoy the beautiful underwater scenery of the beach. Various coral reefs and biota such as lobsters and groupers are also the main attraction. In this tourist attraction there is a wooden bridge that serves as a mooring boat. Tourists are free to use this facility for fun selfies. Apart from that, enjoying the underwater beauty or fishing can be an exciting activity here.

How to determine the competitiveness of the coastal punagaan according to (Porters, 2007), namely: 1). advantages in terms of cost (cost leadership), advantages in terms of costs and resource efficiency, are actually difficult to do in managing this Punagaan Beach tourist destination. However, due to good management and cooperation between managers, in this case all members of the Patilereng Village-Owned Enterprise and members of the Bontolebang Tourism Activist Group Community (POKDARWIS), they can generate profits that are greater than the costs used. So, community awareness and cooperation about the importance of

developing a tourist area is very much needed to support the creation of a common goal; 2). Differentiation, the manager of Punagaan Beach, namely Director of Village Owned Enterprises Patilereng, continues to make updates and innovations and presents new things as a way to increase competitiveness. Then it has collaborated with Bank Sulselbar and PT. Al Fatih Jaya Mandiri. The investors and Director of Village Owned Enterprises Patilereng will plan to build a shower, waterbom and swimming pool at the end of this year, which will then continue in 2023 to seek the availability of DAK funds from the district government as much as 1.8 billion in the form of supporting facilities for the development of Punagaan Beach. With the Waterbom and swimming pool, it is hoped that later it will become a special attraction for marine tourism destinations in the Selayar Islands, especially Punagaan Beach, because the combination of a swimming pool with beautiful sea and mountain views will look very attractive to tourists; 3). Service (service excellence), the management of Punagaan Beach always strives to provide good service to visitors by providing guide services from professionals in their fields to assist visitors from out of town, especially foreign tourists, with priority. In addition, the cleanliness and comfort of visitors is of great concern by always cleaning up plastic waste that is carried away by the currents in the eastern season and the beauty and sustainability of the coral reefs are always considered for the satisfaction of visitors, especially diving lovers. Communities around tourist attractions are also very friendly to tourists visiting Punagaan Beach so that it will add to the satisfaction and good impression of the Punagaan Beach tourist destination.

### **Potential of Tamamelong Beach**

The Tamamelong Beach destination is a marine tourism destination that was just inaugurated in 2020, located in Patikarya Village, Selayar Islands Regency. This beach is located about 12 km to the south of the fort town or about 30 minutes drive.

As for the potential. Tamamelong Beach as a support for developing as a tourist facility is a gazebo, clean toilets, homestays, kiosks, restaurants, and even a prayer room has been provided for visiting Muslim tourists. For rides, a flying fox game facility has been provided and a suspension bridge has also been provided which is usually used by tourists to take photos. The location of this Tamamelong Beach tourist attraction is very good because of easy access there, paved roads, electricity, and adequate cellular and telephone networks. The Selayar Islands Regency Government, in its work plan, will make Bontosikuyu Regency a tourist area, where by making it a tourist area, the potential of Tamamelong Beach will further develop as one of the leading marine tourism objects in Selayar Islands Regency.

The competitiveness of Tamamelong Beach can be seen from: 1). advantages in terms of cost (cost leadership), with income being generated now and no budget allocation from the Village, lack of cohesiveness and awareness of the importance of developing tourist objects in supporting increased shared welfare makes Tamamelong Beach difficult to develop and be competitive; 2). Differentiation, there is a difference or innovation made at this Tamamelong Beach tourist attraction in the form of a flying fox ride, which is located right above the water and is the only flying fox ride in Selayar Regency. Since the first time this beach was operated, this vehicle has never been used because there are no professional human resources in their field so that visiting tourists are afraid to use the vehicle. It can be concluded that Tamamelong Beach has the opportunity to be competitive but due to the lack of professional human resources in their fields it is difficult to innovate or product differentiation even though it has been held, facilitated by facilities and infrastructure by the Regional Government; 3). Service (service excellence), will not run without the responsibility and work professionalism of the manager of these tourist

attractions. The management of Tamamelong Beach is irresponsible and professional in its management because there is no effort to maintain the tourist facilities that have been provided, they do not contribute enough to the meetings held by the Tourism and Culture Office regarding the development of tourist villages in Selayar Islands Regency.

The Director of the Village-Owned Enterprise Patikarya who is responsible for managing the tourist object has resigned and been replaced with the new Director of Village Owned Enterprises, inaugurated on May 19 2022. With the replacement of the Director of Village Owned Enterprises Patikarya it is hoped that Tamamelong Beach can be more competitive and provide optimal service to visiting tourists.

## SWOT

SWOT analysis provides a basic view of the analysis of the conditions of the situation at hand so that the right strategy can be obtained in order to achieve a certain goal. The SWOT analysis describes in detail the aspects that are the strengths, weaknesses, opportunities, and threats of plans to increase the competitiveness of marine tourism in Selayar Islands Regency by taking case studies on Punagaan Beach and Tamamelong Beach as tourist objects most visited by tourists with attractions that are less attractive to tourists. From the research conducted by the author regarding the analysis of the potential and analysis of the 3 factors that determine tourism competitiveness according to (Porters, 2007) owned by Selayar Islands Regency, the authors collect the following data:

**Table 1.**

**SWOT Analysis**

Internal factors	Strength (Strenght) The number of personnel is sufficient; good service standards; and the many tourism potentials owned by the Selayar Islands Regency	Weaknesses Lack of budget allocations; lack of training to create reliable, qualified, professional and disciplined personnel; Inadequate facilities and infrastructure; Cooperation with tourism business service actors has not been effective; Human resources are still inexperienced in developing tourism
External Factors		
Opportunity Priority for marine tourism development in Selayar Islands Regency; The existence of tourism education institutions; Various potential tourist attractions, both natural, cultural and artificial tourism that are unique and owned; The number of investors who	Strategy (SO) Utilizing laws and regulations to attract investors; Motivate personnel with a high commitment to provide or prepare data needed by investors; Increasing the ability of data management personnel to support data in the tourism sector; Utilizing existing funds to support a better and more targeted	Strategy (WO) Improve power quality Techniques by following training and education; Improving the quality of human resources for the management of marine tourism objects; Improving advice and infrastructure to improve qualitypower technique; Effectiveness of coordination or consultation with tourism business

need Marine tourism potential data; The security and comfort situation of the Selayar Islands district; Development of mass media and rapid technology.	presentation of data in the field of tourism.	actors and related agencies or institutions.
Threats The central government's program has not yet been optimal in realizing it Selayar Islands Regency tourism development; Management of potential regional resources in the tourism sector is not optimal; Entry of foreign culture; Develop the rapid development and development of marine tourism outside the Selayar Islands Regency as a competitor is getting higher.	Strategy (ST) Minimizing contradictory regulations by coordinating between the provinces and the central government; Improving the ability of personnel who have a high commitment to be able to obtain accurate data; Improving the quality of human resources who are committed to facing competition in the information and free market era; Maximizing the budget for management both in terms of construction and development; Develop and utilize good human resource capabilities, so that they can support the smooth running Management in the field of tourism and sub-regional and regional cooperation; Improving the quality and completeness of data proactively by visiting areas that are difficult to reach and validating all data incoming tourism.	Strategy (WT) Conduct cadre internally to be able to carry out the functions of technical personnel; Improve coordination to obtain complete and accurate data; Improving performance to obtain data from marine tourism objects in remote areas; Operational funds through the regional budget are trying to be added or increased.

### Strategy for Increasing the Competitiveness of Marine Tourism in Selayar Islands Regency

From the identification of internal and external factors, in order to support the vision, mission, goals and objectives, the Tourism and Culture Office of the Selayar Islands Regency formulates a strategy in increasing the competitiveness of marine tourism as follows: 1). Increasing Competitiveness Through Development of the Tourist Market; 2). Increasing Competitiveness Through Tourism Product Development; 3). Increasing Competitiveness

Through Increasing Human Resources; 4). Develop Quality and Sustainable Maritime Tourism Networks and Partnerships; 5). Increasing Competitiveness Through Increasing the Quality and Diversity of Business Products and Tourism Services.

### **Program of the Office of Tourism and Culture in Efforts to Increase Tourism Competitiveness in the Selayar Islands Regency**

To make Selayar Islands Regency a competitive tourist destination, the government, in this case the Department of Tourism and Culture, issued a marine tourism development program. In the development of marine tourism, there are several strategies used in developing tourism which are contained in several programs, including: 1). Maritime Tourism Destination development program; 2). Marine Tourism Marketing Program; 3). Partnership Development Program.

## **CONCLUSION**

Based on the results of the study entitled Analysis of Increasing Tourism Competitiveness in Selayar Islands Regency, it can be concluded that the SWOT analysis model was carried out to determine the potential and competitiveness of marine tourism in Selayar Islands Regency, namely: 1). Strength, high social cohesion, good service standards, natural beauty and diversity of marine life in Selayar Islands Regency; 2). Weaknesses, lack of budget allocations; lack of training to create reliable, qualified, professional and disciplined personnel; inadequate community empowerment; inadequate tourist facilities and infrastructure; cooperation with tourism business service actors has not been effective; human resources are still inexperienced in developing tourism; 3). Opportunity, priorities for the development of marine tourism in the Selayar Islands Regency; the existence of tourism education institutions; various potential tourist attractions both natural, cultural and artificial tourism that are unique and owned; the large number of investors who need data on marine tourism potential; the conducive security and comfort situation of Selayar Islands Regency; and the rapid development of mass media and technology as a means of supporting tourism in Selayar Islands Regency; 4). Threat (Treath), the central government's program has not been optimal in realizing tourism development in Selayar Islands Regency; management of potential regional resources in the tourism sector is not optimal; entry of foreign culture; interest in investment in the field of marine tourism is very less;

After conducting an analysis of the strengths, weaknesses, opportunities and threats, it can be concluded that the strategies used by the Tourism and Culture Office of the Selayar Islands Regency in increasing the competitiveness of marine tourism are as follows: 1). Tourist Market Development. 2). Tourism Product Development. 3). Development Through Increasing Human Resources. 4). Develop quality and sustainable marine tourism networks and partnerships. 5). Increasing the quality and diversity of business products and tourism services.

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