



Mapping of toronipa coastal tourism in konawe regency south east sulawesi province

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ARTICLE INFO

Article history:

Received September 20, 2022

Accepted November 18, 2022

Published December 01, 2022

Keywords:

Mapping; Coastal Tourism;
Toronipa Beach



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ABSTRACT

This research provides substantial data to reinvigorate Toronipa marine tourism in Konawe Regency, Southeast Sulawesi Province, then this research aims to map the potential attractions around Toronipa beach, and deeply analyze the challenges faced in order to revitalize Toronipa coastal tourism, so that an appropriate development model can be designed for Toronipa coastal tourism destinations. This research implements the initial stage of the Research & Development approach, is a need analysis stage by mapping the potential and challenges with qualitative analysis methods. Data were collected using passive participatory observation techniques, interviews and FGDs. The results showed that the main potential attraction is a beautiful white sandy beach along the 4 km coastline. There are typical Toronipa culinary, tourist facilities in the form of gazebos, toilets, rides and water attractions. The accessibility to destinations is in good condition. The existence of tourism awareness group, tourism human resources and friendly people in welcoming tourists. The challenges faced in developing Toronipa coastal tourism are the unavailability of adequate marine vehicle facilities, the number of artificial attractions is not much, some tourist facilities such as gazebos and toilets are not well maintained, parking lots are still inadequate, and there is no marine tour guide service.

ABSTRAK

Penelitian ini menyediakan data penting untuk menggiatkan kembali wisata bahari Toronipa di Kabupaten Konawe, Provinsi Sulawesi Tenggara, sehingga penelitian ini bertujuan untuk memetakan potensi-potensi daya tarik yang ada di sekitar pantai Toronipa, dan menganalisis secara mendalam tantangan yang dihadapi dalam rangka menggiatkan kembali wisata Toronipa, sehingga dapat dirancang model pengembangan yang tepat bagi destinasi wisata bahari Toronipa. Penelitian ini mengimplementasikan tahap awal pendekatan Research & Development yaitu tahap need analysis dengan memetakan potensi dan tantangan dengan metode analisis kualitatif. Data dikumpulkan dengan menggunakan teknik observasi partisipatif pasif, wawancara dan FGD. Hasil penelitian menunjukkan bahwa potensi daya tarik utama adalah pantai yang indah berpasir putih sepanjang garis pantai 4 km. Terdapat kuliner khas Toronipa, fasilitas wisata berupa gazebo, toilet, wahana dan atraksi air. Aksesibilitas menuju destinasi dalam kondisi baik. Kelembagaan pokdarwis, SDM pariwisata serta masyarakat yang ramah dalam menyambut wisatawan. Tantangan yang dihadapi dalam pengembangan wisata Toronipa adalah belum tersedianya fasilitas wahana bahari yang memadai, jumlah atraksi buatan belum banyak, beberapa fasilitas wisata seperti gazebo dan toilet belum terawat dengan baik, lahan parkir masih kurang memadai, dan belum adanya jasa pemandu wisata bahari.

INTRODUCTION

Coastal tourism is an industry that can provide benefits for entrepreneurs, communities, and governments. For entrepreneurs and the community, tourism will trigger the development of socio-economic conditions that cause the circulation of new money in tourist areas which cumulatively will cause a multiplier

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effect. For the government, in addition to being one of the sources of regional income, there can also be a partnership relationship between the government and tourism entrepreneurs in building various infrastructure in tourist areas.

Southeast Sulawesi, an archipelago province, has 38,068 km² of land area and 110,000 km² of sea area. The geographical condition of Southeast Sulawesi has many beaches offering 296 beach tours spread across 17 districts and cities (BPS, 2021). Konawe Regency develops beach tourism as a tourist destination as well as one of the regional economic bases.

Based on observations, PentaHelix stakeholder interviews and documentation studies, it can be seen that tourist facilities need to be developed again to accommodate the relatively increasing number of tourists. To analyze more deeply the potentials of Toronipa marine tourism attraction and the challenges faced, an in-depth study is needed by mapping the potentials of Toronipa Beach, so that significant data can be provided that can be considered in determining the model or strategy for developing Toronipa tourism and as an evaluation of managers in improving services for tourists. Mapping of the potential and challenges carried out using 4 (four) main components in tourism or known as the concept of "4A and CI", namely attraction, amenities, accessibility, and ancillary and community involvement as adopted by Koerniawaty et al (2022) in mapping the potential attractiveness of Bongacina Village in North Bali.

Literature Review

2.1 The 4A Components in Tourism

Muslim (2021) states that attraction is something that can attract tourists and is the main reason for visiting tourist attractions. Attractions and attractions to be provided must meet three conditions, namely things that can be seen, what can be done, and what can be bought. There are three models of attractions that attract tourists, namely 1) nature resources for example the beauty of the beach, 2) Cultural tourism attractions, for example dances and local food, and 3) artificial or artificial attractions. Amenities are expressed as various facilities and infrastructure needed by tourists when in a tourist destination (Way and Wuisang 2016). The facilities and infrastructure in question include: lodging, tourist attractions, performance halls, and restaurants. Looking at the relationship between facilities and infrastructure, it is clear that infrastructure development usually must precede facilities. Sometimes infrastructure is built together to develop tourist facilities, such as water supply, electric power, landfills, airports, harbors, and communication technology. If a place or area is well accessible, it can be developed into a tourist destination. There is a peer relationship between facilities and infrastructure. Infrastructure is a requirement of facilities, and facilities can lead to improvements in infrastructure.

Nabila & Widyastuti (2018) stated that accessibility is the ease of reaching a destination by involving comfort, travel time, and travel safety. This must be focused on because the higher the accessibility, the easier it is to reach the location and will provide comfort for tourists to visit, while ancillary is stated as an additional supporting service provided by the Regional Government in tourist destinations (Setiawan, 2015). The services provided include marketing and physical development, as well as coordination of various activities and all laws and regulations related to roads and tourist attractions. Ancillary or additional services are also something that supports the tourism industry, such as management institutions, tourism information and stakeholders who play a role in the tourism industry.

2.2 Community Involvement

In Rosadi's research (2021) states that when observed in the field, community involvement in tourism development in Indonesia appears to vary greatly, ranging from not being involved at all to being very actively involved and determining the pace of tourism development in their area. Factors that determine the form of involvement from one region to another also vary greatly. Based on the aspect of initiators or actors driving this community involvement, field data also shows certain patterns of involvement. First, community involvement in tourism occurs because it is "driven or involved" by the government or third parties such as Non-Governmental Organizations (NGOs), universities, private parties, or certain individuals who have attention and concern. These actors have the initial initiatives and ideas while the community follows, modifies, shares management, or can even later take over management as shown by the Halimun Ecotourism Foundation. Second, some areas that later became quite successful tourist destinations, showed that the initiative for involvement in tourism activities arose from within the community itself without encouragement or presence from the government or other third parties. In this pattern, it can be observed that the initiative can originate from a group of people and individuals who are usually a local figure who has certain power (leadership).

2.3 Tour Packages

A tour package in Utama's research (2014) is a tourist trip of one or several visit destinations arranged from various certain travel facilities in a fixed travel program, and sold as a single price that includes all components of the tour. Furthermore, in Camilleri's research (2019) tour packages as tours that include all services such as, transportation and accommodation service arrangements booked by tourists in one price. The character of the tour package is that the arrangements are made in advance, either in the form of a combination of several products or covering the entire complete program.

METHODS

Toronipa Marine Tourism is located in Toronipa Village, Soropia District, Konawe Regency, Southeast Sulawesi Province. This research was conducted for three months, from October to December 2022. Mapping of Toronipa marine tourism was carried out using a Research and Development (R&D) approach in the early stages, namely the need analysis stage, with qualitative data analysis techniques. Data were collected through participatory observation and structured interviews with informants who understood the research problem, namely 10 visitors, Toronipa managers, traders, community leaders, pokdarwis representatives, youth organization representatives and initial FGDs with academics to obtain important information about the potential and challenges in developing Toronipa marine tourism. Documentation studies were also conducted to find out more about the existence of Toronipa villages and destinations, such as data on the main professions of Toronipa people, education levels, as well as the support of PentaHelix stakeholders for Toronipa development.

RESULTS AND DISCUSSION

4.1 Overview of Toronipa

Toronipa marine tourism was inaugurated by the Konawe Regency government in 1996. Ten years later in 2006 it began to be recognized by the wider community. Toronipan Village, located in Soropia District, has a population of 8892 people, with the main livelihoods as fishermen, traders, tourist services, [workshops \(BPS, 2022\)](#). The community settlement area is not located in the destination area, so the socio-cultural impact of Toronipa tourism is not so significant. Managers and landowners live not too far from the destination area.

The positive implication of the existence of Toronipa marine tourism is that it provides additional income for the local community. Some things also bring significant changes, namely the amount of garbage around destinations that have not been managed properly. The community still upholds traditions, culture and religion, the majority of which are Muslim. The economic benefits generated from tourism can help to perform the Hajj pilgrimage.

The environment of Toronipa Village is still religious. The community follows the Taqlim Assembly (recitation) at the Nurul Huda Mosque and Nurul Falah Mosque. The behavior of tourists is not affected by the Toronipa community, because it is given a limit only in the tourist location area. Except for residents who trade a lot of interaction with Toronipa Beach tourists. Every Friday afternoon, the community holds a clean Friday by cleaning the location they agreed upon. The community feels obliged to do so as part of tourism promotion. In addition, to create security, there are security officers from the police who cooperate with landowners. This works well and evaluations are often held every Saturday and Sunday. Toronipa currently does not have a tour package.

4.2 Potentials of Toronipa as a Coastal Tourism Attraction

For tourists who come to Toronipa Beach by car are charged Rp 30,000 while tourists who use motorcycles are charged Rp 10,000. Each neighborhood landowner builds a toilet with a tariff of Rp 3,000 - Rp 5,000. Along the 2 km stretch of coastline there are gazebos totaling around 140 gazebos. For Monday - Friday, the tariff is IDR 50,000, Saturday - Sunday IDR 100,000, national holidays IDR 150,000 - IDR 200,000, and New Year holidays IDR 300,000 - IDR 350,000. The number of gazebos for each landowner varies, some have 10 gazebos, 20 gazebos, and even 52 gazebos. The landowners support and help each other in building the gazebo, their grandmother's brotherhood makes this land like a big family land that is managed or sold from generation to generation of their children and grandchildren. Tourists are also free to choose tires according to the size they want, the tire rental price is IDR 10,000 - IDR 20,000. There is a banana boat pulled by a speed boat. This banana boat has a capacity of 7 people and takes tourists around the beach for approximately 2 hours.



Picture 1: Toronipa Beach and Facility

Toronipa's distance from the capital of Konawe Regency is 94 km and Toronipa's distance from Kendari City is 28 km. Now people in Southeast Sulawesi, especially Kendari City, can enjoy new road access to Toronipa Beach tourism. Currently the 2 (two) lane road connecting Kendari City to Toronipa beach can be traveled along 15 km. The construction of this road is one of the mega projects during the leadership of Southeast Sulawesi Governor Ali Mazi and Deputy Governor of Southeast Sulawesi Lukman Abunawas. The purpose of the construction is to support access to leading tourism development in Southeast Sulawesi after a three-year process, from 2019 - 2022. To support the acceleration of tourism development, the provincial government involved the local community by forming the Toronipa young generation team and 20 people were taken to Bali to learn to develop tourism. In addition, the National Clean Sea Movement in 2022 with the theme "Building Maritime Glory to Recover Faster, Rise Stronger" Lanal Kendari involves elements of the TNI, Police, Basarnas, Maritime Agencies, Konawe Regency Government, school children, and communities around the beach to help clean Toronipa Beach from existing garbage. With these potentials, it would be better to make a Toronipa tour package so that more tourists come.

4.3 Toronipa Community Involvement

The Toronipa community formed a Tourism Awareness Group (Pokdarwis) called *Sipammasē-masē* in Bugis language which means mutual help. Pokdarwis plays a role in creating a safe, comfortable tourism situation and community empowerment. In developing human resources at Toronipa Beach, the members of Pokdarwis *Sipammasē-masē* are directed by the agency to actively participate in socialization and seminars on tourism management & development. These activities provide additional insights and knowledge for managers in tourism management and development at Toronipa Beach. The purpose of forming Pokdarwis is as a government partner in increasing public awareness in the field of tourism, improving human resources, encouraging the realization of *Sapta Pesona* (security, order, beauty, coolness, cleanliness, hospitality and memories), improving the quality of tourism products in order to increase competitiveness and restore overall tourism, so that in the future the Toronipa Tourism Awareness Group is expected to be able to manage and participate in the development of tourism in Toronipa.

CONCLUSION

Based on the results of research and discussion of the potential and challenges of marine tourism development, it can be concluded that the main potential attraction is the beautiful white sandy beach along the 4 km coastline. There is typical Toronipa culinary, tourist facilities in the form of stilt house accommodation, gazebos, toilets, rides and water attractions. Accessibility to destinations is in good condition. Pokdarwis institutions, tourism human resources and friendly people in welcoming tourists. The challenges faced in developing Toronipa tourism are the unavailability of adequate marine vehicle facilities, the number of artificial attractions is not much, some tourist facilities such as lodging, gazebos and toilets are not well maintained, parking lots are still inadequate, and there is no marine tour guide service.

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