

The Role of Local Government in Tourism Development to Improve Community Welfare at Muna Barat Regency, Southeast Sulawesi, Indonesia



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ABSTRACT: The purpose of this study is to describe the role of the government in tourism development at Muna Barat Regency, and the impact of tourism development on improving people's welfare at Muna Barat Regency. This research uses a descriptive method with a qualitative approach. Qualitative descriptive research is one type of qualitative research because the social and cultural environment at Muna Barat Regency, through the local government emphasizes that the existence of tourist objects can be used as a means for the local community to recognize the variety of cultures brought by domestic and foreign tourists. The results of this research showed that: (1) The government's role in tourism development at Muna Barat Regency is to organize and develop tourism objects to improve community welfare, empower tourism businesses and manage tourism data and promotion, and (2) The impact of tourism development on improving welfare at Muna Barat Regency through tourism development are: lack human resources, lack budget funds from the APBD and DD (Dana Desa/Village Funds) to design the tourism destination development program, and the lack of community support, as well as lack of public awareness of tourism objects.

KEYWORDS: Role, Government, tourism, welfare, society

INTRODUCTION

Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period (Tourism Law No. 10 of 2009). Tourism is carried out by someone by taking advantage of free time and traveling to a tourist place because they feel bored with activities on weekdays and productivity is increasing. The role of the Village Government is very necessary to direct the community in managing existing resources seeing the potential that exists at Jayamukti Village in improving community welfare, one of which can be supported through tourism villages that are managed locally by the region through the local community. Community resources in paying attention to the environment in which the potential role of the village government is very much needed in supervising and increasing community power for the better. According to Sulistiyani (2004, p.7) etymologically empowerment comes from the word "*daya*" which means strength or ability". Starting from this understanding, empowerment is interpreted as a process to obtain power, strength, or ability, and or the provision of power, strength, or ability from parties who have power to parties who are less or not empowered.

Based on the results of preliminary observations, it shows that the list of the number of tourist visitors for 11 tourist destinations registered with the Muna Barat Regency Tourism Office for the 2017-2019 level is divided into two types of tourists, namely domestic tourists and foreign tourists. The picture above shows that the highest number of visitors is at the Pajala Beach tourist destination which is located at Maginti District with $\pm 50,000$ domestic tourists and ± 10 foreign tourists. Furthermore, in the second position, there are Indo Island tourist destinations located in the Tiworo Islands District with a total of $\pm 40,000$ domestic tourists and ± 8 foreign tourists. Next is the Wakantee Natural Baths tourist destination in Lawa District with $\pm 10,000$ visitors from domestic tourists and ± 6 foreign tourists. The last is the Waukuni Tracking Mangrove tourist destination which is located in Sawerigadi District with a total of ± 500 domestic tourists. Based on the background described above, the researchers identified various tourism development problems both in terms of infrastructure aspects at the tourist attraction level, therefore, researchers are very interested in conducting research with the title: The Role of Local Governments in Tourism Development for Community Welfare at Muna Barat Regency.

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RESEARCH METHODS

This research uses a descriptive research method with a qualitative approach. Qualitative descriptive research is one type of qualitative research. According to Whitney (1960, p. 160), the descriptive method is fact-finding with the right interpretation. The purpose of this descriptive research is to make a systematic, factual, and accurate description, picture, or painting of the facts, and the nature of the relationship between the phenomena being investigated. Strauss and Corbin in Creswell, J. (1998, p. 24) explain that qualitative research, in general, can be used for research on people's lives, history, behavior, organizational functionalization, social activities, and others.

In this study, two sources of data were used, namely, primary data in the form of interviews with several informants, and secondary data in the form of data arranged in the form of documents such as books, journals, articles, and documentation relevant to the subject matter of the research. The data collected were then used as material for analysis. The method used in qualitative research is the triangulation technique (Moleong, 2004, p. 135), namely observation, interviews, and documentation.

The technique of determining informants used a purposive sampling model (Salim, 2006) which was determined according to the needs of the study based on the research objectives of the formulated problem formulation. In addition, researchers also use snowballing, namely the selection of informants based on the needs of the author or the selection of informants intentionally based on information from previous informants to obtain further informants. This qualitative research, it does not focus on the amount or quantity of data collected.

Data analysis techniques were carried out by searching and systematically compiling data from observations, interviews, and documentation by organizing the data, choosing which ones need to be studied, and making conclusions so that they are easy to understand (Sugiyono, 2007 p. 333 to 345). The data analysis technique used in this study was qualitative analysis, as proposed by Miles and Hubberman (Sugiyono, 2007 p. 204), namely, data reduction, data presentation, and the last step is drawing conclusions.

RESEARCH RESULTS AND DISCUSSION

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Government Regulation No. 50 of 2011, concerning the Master Plan for National Tourism Development 2010-2025 that in this field covers the fields, namely the tourism industry, tourism destinations, tourism marketing, and tourism institutions. In line with what was done in Southeast Sulawesi Province, based on Perda No. 5 of 2016 concerning the Master Plan of Southeast Sulawesi Regional Tourism Development Level I 2016-2031 that the policy directions of the Southeast Sulawesi Government in the development of the tourism sector include; national tourism marketing, tourism destination development, tourism industry development, and tourism institutional development by building human resources. Tourism development is basically to improve the status of tourism from the development sub-sector to a mainstay development sector capable of activating the economy and other related sectors. As a service industry, tourism is expected to function as an agent in development (Yoeti, 2008 p. 35). Weaver and Opperman (in Pitana, 2005 p. 44), suggest that planning the development and marketing of a tourist destination requires the cooperation and coordination of various government officials, physical planners, architects, financial analysts, investors, economists, sociologists, archaeologists, and related elements. Inside it. The role of the government is very necessary for making regulations, supervising, and making policies, because the policy is a long-term plan that needs to be carried out by the local government of Muna Barat Regency.

The Role of the Community in the Advancement of Tourism at Muna Barat Regency

The role of the community in tourism development can at least be divided into 5 (five), namely: First, is the role of the community as the initiator in which the community is the first to explore tourism potential. Second, is the role of the community as executor where the community is the party that initiates the implementation and development of tourism until the realization of a tourist attraction. Third, is the role of the community as a participant in which the community participates in the tourism development process, but not as a party that has the authority in tourism development, but also participates as one of the actors or actors in tourism development. Fourth, is the role of the community as an observer in which the community is not the party that develops tourism, but supervises the process and impact of tourism development. Fifth, is the community acts as a beneficiary where the community is not involved in tourism development but receives benefits from tourism development.

The Role of the Government of Muna Barat Regency in Building Partners in Tourism

The Department of Tourism and Culture of Muna Barat Regency carries out the role of a dynamist to monitor privately owned tourism. In addition to monitoring privately owned tourism at Muna Barat Regency, the tourism office also evaluates hotels and restaurants at Muna Barat Regency.

Budget Support in Tourism Development

District government to be able to develop it as a development capital in improving the regional economy. One of the determining factors is the involvement or active role of various parties, especially the Culture and Tourism Office of Muna Barat Regency as a

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regional government organizational unit that has the main tasks and functions in managing regional tourism development, especially in terms of providing budget funds for tourism development.

Improving Facilities and Infrastructure in Tourism Development

Tourism facilities and infrastructure are elements that complement and aim to facilitate the process of tourism activities running smoothly. Facilities consist of travel agents, tour operators, tourist transportation, restaurants, accommodation (hotels/lodging), tourist attractions, tourist attractions, and infrastructure consisting of complementary facilities such as accessibility, toilets, and security guards.

Impact of Tourism Development on Improvement of Community Welfare at Muna Barat Regency

In tourism development, of course, there are expected impacts in the use of tourism as an effort to improve the welfare of the community which can generally be seen in the increase in regional economic income, its impact on the environment, and its impact on the socio-cultural development in the community, especially the people of Muna Barat Regency as a whole, general, potential, and opportunities that exist, then tourism development needs to be carried out to increase economic growth by empowering the people's economy, and tourism needs to develop new tourism packages such as Argo tourism or ecotourism. This type of tourism does not require large capital and can also have a direct effect on the surrounding community, the community can be included and the benefits obtained can also be felt by the local community.

Impact on Economic Income

Tourism development can certainly increase the economic potential of both regional incomes and increase the economic potential of the Muna Barat Regency community who are in the tourism environment scattered in several places. From the observations that have been made, it can be concluded that the development of tourism at Muna Barat Regency has shown a significant economic improvement for the local government and the tourism community.

Impact on the Socio-Cultural Environment of the Community

Tourism, in general, will have an impact on the socio-cultural of the local community as well as on the tourism area itself because the area that was originally usually used by residents now has to be shared with tourists. The impact of the development of tourism areas can be positive or negative, on tourism areas as well as on the economy and socio-culture of the local community.

CLOSING

Based on the results of this research, it can be concluded as follows: (1) The role of the local government of Muna Barat Regency, especially the Tourism Office must organize and develop tourism objects to improve community welfare, empower tourism businesses and manage data and promote tourism. The role of the tourism office is the preparation, data collection, planning, and coordination of activities and work programs in the tourism sector. (2) The impacts faced by the Muna Barat Regency Government in efforts to alleviate poverty through tourism development are the lack of human resources, the lack of budget funds from APBD and DD (*Dana Desa/Village Funds*) in the tourism destination development program, the lack of community support and lack of society's awareness towards the importance of the tourism objects.

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