



Strategy Development of Tourist Attraction at Kristu Statue in Dili, Timor Leste from Government Perspective

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ABSTRACT

Timor-Leste is one country that is rich in tourism potential such as natural beauty, historical tourism and cultural heritage. One of the tourist attractions that is still being developed in the life of the people of Timor-Leste is the presence of the statue of Christ Rei as a tourist attraction in Dili, Timor-Leste. The statue of kristu rei is one of the tourist destinations located in Cristo Rei District, Dili District of Timor-Leste. this kristu rei statue has a lot of potential tourist attractions that deserve to be developed into tourist destinations.

This study aims to (1) identify the tourism potential in the Cristo Rei District of Cristo Rei statue as a tourist attraction, (2) determine the perceptions of tourists towards the development of tourism in Cristo Rei District of Cristo Rei Dili, (3) formulate a strategy and tourism development program in the statue of kristu rei.

The data used in this study is qualitative data. The research method used was literature study and documentary study. The results of the study show that the tourism potential possessed by the statue of kristu rei Cristo Rei District Dili consists of physical potential in the form of: AreiaBranca beach, Dolokoan Beach, historical buildings such as the Cristo Rei Statue While non-physical potential: traditional ritual ceremonies. In the development of tourism in the statue of kristu rei Tourist's perception of the potential development of the kristu rei statue. To realize the strategy designed by minimizing weaknesses and avoiding existing threats, a number of programs supporting the development of tourism in the rei kristu statue include: The attraction development strategy in the rei kristu statue, the strategy of increasing security and comfort, the strategy to improve institutions and human resources. From the aforementioned strategies, several programs were also formulated, which included: Tourism potential mapping program, Tourism object and attraction inventory program, Tourism supporting facilities and infrastructure development program, Social security implementation program, Institutional and educational formation program in tourism, Awareness awareness program tour.

In order to accelerate the development of tourism in the Cristi Rei statue in the Cristo Rei District of Dili, the government should develop the development starting from the construction of

facilities and infraztructure and increase human resources in the tourism sector in order to increase the economic growth of the people of the Cristo Rei District in Dili District in particular and Timor-Leste in general. The results of this study need to be followed up in concrete programs so that they can provide optimal benefits for the people of Cristo Rei Subdistrict, Dili District.

Keywords: Strategy Development, Tourist Attraction, Government Perspective

1. Introduction

Timor Leste is a new country in this millennium era. Before Timor Leste became a country, Timor Leste had been colonized by the Portuguese and had joined the Indonesian state. Timor Leste separated from the Indonesian state in 1999 through a referendum which was recognized by the international community on May 20, 2002 as a sovereign country. When it still joined the Indonesian state, the city of Dili was the capital of the Province of East Timor. After East Timor became a country, the City of Dili became the capital of the country of Timor Leste.

Apart from being the national capital, the City of Dili has such beautiful tourist attractions that the current government is passionate about building the world of tourism. The tourism potential and attractions possessed by the city of Dili include the beauty of the sea and traditional culture, all of which are high-value economic resources. Tourism development is the best choice for areas that have great potential as the city of Dili has. There is a very large and real impact on the tourism development process in an area in the form of equitable distribution of development, job creation, and the provision of information on interactions with foreign tourists. Development in the tourism sector, which has been a concern for the city of Dili and considering Dili as the national capital, needs to be developed in the future so that it can contribute to the government.

Dili as the capital city of Timor Leste deserves to be called a tourist city because it has beaches that are so clean and beautiful that if developed with the right strategy, professional and well-planned management will bring good results for the country. The tourism sector can be said to be one of the keys to development in the city of Dili. However, they are still faced with obstacles in maximizing the potential that exists in tourism objects in the city of Dili. The Dili city government, in this case represented by the Dili City Tourism Office, needs to think about steps in developing tourism considering Dili as the national capital. The communication strategy in the development and management of tourism in the city of Dili will generate maximum revenue for the people and government of the city of Dili. By carrying out planned and integrated processing with the right communication strategy, it is hoped that the city of Dili will become one of the main destinations for tourism in Timor Leste, both by domestic and foreign tourists. Collaboration between the community and the government is highly expected in the context of developing the city of Dili as the national capital as well as a tourist city, based on the fact that in this era of globalization tourism no longer recognizes national borders.

On the other hand, tourism development activities in Dili City are experiencing problems, namely weak tourism promotion which still tends to be ceremonial in nature and only limited to work routines. In this case there are no strategic steps that can be taken by the tourism agency to carry out planned asset promotions. A communication strategy is needed in the development of tourism in the City of Dili, in order to build good communication with the public or the general public as a form of the full responsibility of the Dili city government to optimize all regional potentials for the welfare of the people of the city of Dili.

To achieve this goal, the communication strategy must be able to show how technical operations must be carried out, in the sense that the approach can differ at any time depending on the situation and conditions. The strategy for developing tourist objects and attractions is closely related to regional and national economic development and development, so that it is always faced with conditions of interaction of various interests involving the government, the community and the private sector in synergy with each other. The tourism strategy basically does not only influence the internal and external conditions of the areas that become tourist destinations, but also to fill independence, especially for economic development that can guarantee the lives of all its people. One of the tourist object developments in the city of Dili is the Christ Rei Statue tourist attraction.

The Kristu Rei statue has become a place since the Portuguese and Indonesian occupation and has become a tourist attraction visited by many tourists, both domestic and foreign tourists. With a beautiful panoramic view of the statue against the background of Fatucama Hill, the Kristu Rei statue has plants that are typical of Timor Leste, namely Eucalyptus trees (Ai Porridge) and savanna that grow prolifically covering the cliffs of Fatucama. One of the peaks of Fatucama Hill is the location where the Kristu Rei Statue stands upright which is used as a commercial tourist spot as well as a pilgrimage (religious) tourist spot. The condition of the infrastructure for this tourist attraction is no longer sufficient and reduces the beauty of the surrounding tourist area. That's why a strategy for developing a tourist attraction at the Kristu Rei Statue in Dili, Timor Leste is needed to attract many tourist visitors who want to visit these tourist attractions.

Development of tourist attractions requires a good strategy in order to obtain optimal results in accordance with the objectives to be achieved. To develop a strategy, a SWOT analysis (strength, weakness, opportunities, threats) is an approach that can be used to assess the physical condition and condition of the environment around the Kristu Rei Statue in Dili. This strategy can later be developed as one of the inputs in terms of developing tourist attractions. The results of the SWOT analysis regarding the internal and external factors of the Kristu Rei Statue formulated by the government are used to minimize the weaknesses and threats that will be faced in the future. This is because the Kristu Rei Statue is a tourist destination that is considered in Dili Regency, the state of Timor-Leste because it has strong tourism potentials in the form of nature, culture and history.

2. Methodology

Data collection techniques used in this study are:

1. Interview

In-depth interviews in general are the process of obtaining information for research purposes by means of debriefing while face-to-face between the interviewer and the informant or interviewee, with or without an interview guide (Bungin, 2007: 111). Researchers used in-depth interview techniques with informants. The interview is not only conducted once, however repeatedly so that accurate information can be obtained according to what you want to study.

2. Documentation Study

Documentation study is an effort to obtain data and information in the form of written notes or images that are stored and related to the problem under study. Documents are facts and data stored in various materials in the form of documentation. Most of the data stored are letters, reports, regulations, diaries, biographies, symbols, artifacts, photos, sketches, and other stored data (Indrawan and Yaniawati, 2014). In this documentation method, researchers dig up additional information about community activities that support tourism activities such as cooking class training and tourism-related activities such as in Timor-Leste.

3. Results

The Christ Rei statue is a statue located on the Fatucama hill in the eastern part of the city of Dili. The Cristo Rei statue is a symbol for the people to pin their hopes on peace, prosperity and a better life in Lorosa'e land. Cristo Rei is an area that is one of the holy places in Timor Leste, where local people often come to visit to pray and hold Catholic religious ceremonies (the majority religion in Timor Leste). One of the Catholic religious activities in this area is the Way of the Cross which is usually held on the days before Easter. This religious activity has its own charm for tourists who like spiritual tourism. The statue of Jesus, which towers over the globe below and is located in a high place, is the main tourist attraction in the tourist area which is always crowded every holiday.

Along the road with stairs to the top of the hill, visitors can find 14 stations (stopping points, each of which tells the story of Jesus Christ's journey) until they finally reach the Cristo Rei statue. At the 14th station, the yard is quite wide and at some points is not blocked by trees. So from this point we can also see a very amazing view of the blue ocean. At the 14th stop point there are 2 roads, one of which is up a narrow staircase leading to the statue of Cristo Rei, while the other is also descending a narrow staircase leading to DolokOan beach.

The peak which is at an altitude of 90 above sea level, is a statue of Cristo Rei who is spreading his hands while facing west as a symbol of welcoming. The statue of Jesus standing above the globe looks very high when it is right below it. But that's not the only interesting thing at the top, of course sitting and enjoying the view while being hit by the wind is a favorite thing that is often done up there. Looking to the west is the city of Dili, looking right down there is TanjungFatukama, slightly shifting your view to the south is AreiaBranca beach and the main courtyard of Cristo Rei, while looking to the east is Dolok-Oan beach. Apart from that only the sky, ocean and hills meet the view.

The statue of Christ Rei in Timor Leste was built when the country was still a province in Indonesia with the name Timur Timur. The Christ Rei statue was designed by MochamadSyailillar, who is also known as Bolil. The making of the statue was done in Sukaraja, Bandung City, which took almost a year. This statue was inaugurated by President Soeharto on October 15, 1996 as a gift from the Indonesian government to the East Timor people.

At that time, the statue of Christ the King in East Timor was the second tallest statue of Jesus in the world (27 meters) after the statue of Christ the King in Rio de Janeiro (38 meters). Jesus in Poland (50.9 meters), a statue of Jesus in Tana Toraja which is under construction (40 meters) and a statue of Jesus in Manado (30 meters). The height of the statue of Christ the King in Timor Leste is a symbol that East Timor was the 27th province of the Republic of Indonesia at that time.

The location of the Cristo Rei statue is on the Fatukama hill which has its own historical value. The name Fatukama was given by a king named Joao together with the traditional leader Hera. Fatukama comes from the words in the Tetun language (the main language of the people of Timor Leste), namely fatuk (rock) and aman (father), which wants to show that the name of the place means a father who hugs everyone.

1. Attraction

The attractions at the Christ Rei statue are that many tourists come to visit to see the Christ Rei statue which is at the foot of a high hill where attractions such as beautiful beaches, hills, mountains are full of people who have recreation there and also the local people also exercise there and the local people too do ; the Stations of the Cross, which are usually held on the day before Easter.

2. Amenities (Facilities)

Facilities at the statue of Christ Rei are all kinds of infrastructure and advice needed by tourists while in tourist areas. The facilities and infrastructure in question include: lodging (hotels), restaurants (restaurants), transportation and travel agents, as well as a place to study souvenirs typical of Timor Leste. Upon entering the Cristo Rei area, the first thing you will see is the very large main courtyard, which is usually used for large religious events. Apart from that, this yard can also be used as a parking lot, a place for walking and jogging and sometimes it can also be used as a place to just sit around enjoying the seaside air.

3. Accessibility

Accessibility is like the entrance or the main door to the destination area is an important access in tourism activities such as airports, ports, terminals, and all kinds of other transportation. If tourists drive their own vehicles without being accompanied by someone who knows the way and doesn't have a GPS, it will be difficult to find directions to Cristo Rei, but tourists can see the statue from a distance if they are near the beach, so that they can make it a benchmark for tourists' trips to arrive at the place. destination (if driving alone). The trip to Cristo Rei can also be continued by following the main road which is on the edge of the beach in the city of Dili, until you will finally arrive at your destination.

4. Ancillary (Additional Services)

Additional services that exist at the Kristu Rei Statue are the local government of a tourist destination, both for tourists and for tourism actors. The services provided include: marketing, physical development (roads, railroads, drinking water, electricity, telephone, etc.).

1. Something To See

Aside from being a spiritual tourism spot, tourists or people of other religions also often come here just to enjoy the beautiful scenery while breathing fresh air. So it's no wonder that on weekends and holidays this place and the nearby beach are the main favorites for tourists to enjoy it.

2. Something To Do

Visitors come not only for sightseeing or recreation, but also for sports. Jogging in the morning and evening in the main yard and watching each stairway to the top is one of the favorite sports activities on the way to the statue of Christ Rei. In addition, tourists who are Catholic or Christian can carry out the "Way of the Cross" procession by visiting 14 shelters.

3. Something To Buy

This typical Dili souvenir shop called "Tais Market" is a shop that provides and sells several tourism products such as woven cloth called Tais cloth, Bags made of Tais cloth, Tais Shawl, T-shirts, Timorese traditional house charter -Leste, accessories such as bracelets, earrings, rings, hair ties, clips, headbands, and so on. This typical Dili "Tais Market" souvenir shop in particular only sells Tais woven fabric products.

The government in this case includes all tourism institutions, the government plays a role as a government administration tourism service provider, and builds a conducive environment to achieve good development goals for the Kristu Rei statue tourist spot in the future. The community is very enthusiastic about the development of tourism in their area and accepts tourists well because it generates an opportunity to increase revenue. The tourist attraction of the Kristu Rei statue. As previously stated, the Christ Rei area is an area that has become one of the holy places in Timor Leste, where local people often come to visit to pray and hold religious ceremonies for Catholics (the majority religion). in Timor Leste). One of the Catholic religious activities in this area such as; way of the cross, which is usually held on the day before Easter. This religious activity has its own charm for tourists who like spiritual tourism, and of course apart from being a spiritual tour the tourist attractions of Christ Rei in Timor Leste also offer very beautiful views. The ocean blue, the city of Dili, ships in the ocean, hills and white sandy beaches around it make the scenery look very spectacular. This tourist spot is a spiritual area, but people of other religions also often come here just to enjoy the beautiful scenery while breathing fresh air. So it is not surprising that on weekends and holidays this place and the nearby beach are the main favorites for tourists to visit. The attractions at the Christ Rei statue are that many tourists come to visit to see the Christ Rei statue which is at the foot of a high hill where attractions such as beautiful beaches, hills, mountains are full of people who have recreation there and also the local people also exercise there and the local people too do ; the Stations of the Cross, which are usually held on the day before Easter.

The facilities at the statue of Christ Rei are all kinds of infrastructure and advice needed by tourists while in tourist areas. The suggestions and infrastructure in question include: accommodation (hotels), restaurants (restaurants), transportation and travel agents, as well as places to study souvenirs and souvenirs. -By Timor Leste. such as the entrance or the main door to the destination area is an important access in tourism activities. Like, airports, ports, terminals, and all kinds of other transportation. Tourist attraction services within the local government of a tourist destination, both for tourists and for tourism actors. The services provided include: marketing, physical development (roads, drinking water, electricity, telephone, etc.). Development of tourist attraction, requires a good strategy in order to obtain optimal results in accordance with the objectives to be achieved. To develop a strategy, the Government of Timor Leste wants in the future to make places like huts in front of the beach so that tourists who are confined to the tourist attraction of the Kristu Rei statue can sit there and can rest in that place.

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