



Strategy of the Timor Leste Tourism Office in Developing Tourism Attraction of the Tais Market Dili, Timor-Leste

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ABSTRACT

Market is a place where buying and selling transactions occur. In addition, the market is also right for the community to meet their daily needs and is the center of the community's economic driving force. Tais Market offers a comfortable, safe shopping atmosphere and maintains a bargaining mechanism between sellers and buyers. Tais Market has not developed significantly at least seen from the number of traders and the number of tourist visitors who come to Tais Market.

Methods this research was conducted at Tais Market, located on Kiukai Street, Colmera District, Dili City. The selection of the location of this research was carried out deliberately (purposive) with the consideration that Tais Market is a traditional market that sells souvenirs typical of the first Timor-Leste in the city of Dili and is under development.

The results showed the formulation of alternative strategies using the SWOT Matrix resulted in seven alternative strategies, namely, increasing collaboration with stakeholders, building work operational systems, increasing human resource skills expertise, increasing promotional activities

Keywords: Strategy, Development, Tourism Attraction, SWOT Analysis

1. Introduction

According to Muljadi (2012: 5) Tourism is an activity, service and product from the tourism industry that is able to create a travel experience for tourists. Tourism needs to be developed as one of the profitable products for future economic development. Therefore, the potential of each country is one of the assets that can be used as a very profitable product, because tourism potential is an attraction contained in an area that has unique beauty and cultural diversity that can attract tourists to visit an area. country.

Timor-Leste is a country that is rich in tourism potential such as natural beauty, historical tourism and cultural heritage. Timor-Leste consists of 13 Districts, 65 Sub-Districts, each District has tourism potential that can be developed as a tourist destination. Timor-Leste also has a diversity of wealth such as nature, culture, customs, religion and many unique beauties and has a tourist attraction that can be visited by domestic and foreign tourists.

Lay (2012:2) states that tourism in Timor-Leste has very attractive potential for tourists to visit tourist destinations in the city of Dili, but there are still various problems faced by the government and investors as inhibiting factors, some of which are infrastructure, resources and infrastructure. human resources and costs. Even though it has a lot of tourism potential, namely destinations of beauty and authenticity.

The development and development of Timor Leste is seen as an important sector in providing the economy to meet the needs of the people equally. One of the tourism sectors is the tourism sector. Tourism is an activity that has a broad scope in providing changes to people's lives because tourism activities related to the economy have the opportunity to carry out business activities, so attention is needed from the government, the community and industry/business investors who can collaborate in tourism development in Timor Leste. .

The tourism sector, the trade sector and the industrial sector are very important pillars for the country's development sub-sector that is relied on in the development of a country. Likewise, the country of Timor-Leste which is included in the category of a developing country uses the oil sector and other sectors as a reliable sector and one of them is the tourism sector. Therefore, the development of tourism in Timor-Leste makes it important to provide tourism supporting sectors such as; lodging, places to eat, tourist attractions, road access and souvenirs that can be used as souvenirs when tourists return to their original areas.

For this reason, in taking more directed steps and regulations based on an integrated policy, by promoting tourism facilities and infrastructure and also for the smooth running of services. However, the distribution of tourism development has not been comprehensive in Timor-Leste, one of which is the market

potential in Timor-Leste. The market is a place where buying and selling transactions occur. In addition, the market is not only a place for the community to meet their daily needs, the market is also the center of the community's economy.

According to Kotler and Armstrong (1999), the market is a set of actual and potential buyers of a product or service. The size of the market itself depends on the number of people who show a need, have the ability to exchange. Many marketers view sellers as industries and buyers as markets, where sellers deliver the products and services they produce and communicate or deliver them to the market; in exchange they will receive money and information from the market.

Based on the explanation above, this field research report III will discuss the topic of the Strategy of the Timor-Leste Tourism Office in developing the Tais Market Tourism Attraction of Dili, Timor-Leste by examining the potential conditions of the Timor-Leste market so that it can be developed. Timor-Leste is a country that is rich in tourism potential such as natural beauty, historical tourism, and cultural heritage. One of the tourist attractions that are still being developed in the lives of the people of Timor-Leste is the Tais Market.

Tais Market is a traditional market that sells various types and motifs of traditional Timor-Leste woven fabrics and traditional crafts from Timor-Leste, located on Jalan Kiukai Colmera Dili. Tais Market offers a comfortable and safe shopping atmosphere. Tais Market also provides supporting facilities for market activities such as parking, trash cans, toilets, and others.

The infrastructure for the tourist attraction is no longer adequate, this can reduce tourist visits, that's why the Tourism Office developed Tais Market to attract tourists who want to buy souvenirs typical of Timor-Leste at Tais Market.

2. Method Research

The type of data used is in the form of qualitative data, including an overview of the research location, internal factors and external factors of Tais Market. This study also uses primary data sources such as in-depth interviews by researchers online with informants and respondents. Secondary data is in the form of profiles of traders who have been identified at that location and photos of the tourist attractions. Data collection techniques are interviews (Sugyono, 2005) and data analysis techniques in this study using qualitative descriptive analysis and SWOT analysis.

3. Results

3.1 Overview of Research Sites

This research was conducted at Tais Market which is located in the center of Dili City on Jalan Kiukai Colmera. Furthermore, this research was also carried out at the Timor-Leste Tourism Office which is located in the center of Dili City on Jalan Farol Memorial Hall.

Tais Market is a typical Timor-Leste souvenir market that provides and sells several tourism products such as woven cloth called Tais cloth, bags made of Tais cloth, Tais scarves, t-shirts, Timor-Leste traditional house charters, accessories such as bracelets, earrings, rings, hair ties, clips, headbands, and so on. Local people sell this tais cloth because this tais cloth has a history that is characteristic of a nation such as, the meaning of tais cloth for the community, how to weave tais cloth traditionally, equipment/tools still use traditional ones, motifs/images, and shape modification. Local culture development efforts (kais tais) that are still functioning well can be packaged in a product that is used as a tourist attraction.

3.2 Identification of Tais Market Internal Strategic Factors

In this study, according to the formulation of the problem, the researcher wants to identify internal factors in the form of tourist attraction which include strengths and weaknesses in attracting tourists to Tais Market tourism objects. The identification of internal factor strategies which include strengths and weaknesses is carried out to determine the condition of the Tais Market area internally.

1. Strength

a. Location of Tais Market

Tais Market is right on Kiukai Colmera Street Dili. This road is quite a lot of transportation and taxis. This condition is actually very beneficial for Tais Market, which is easily accessible to the public. In addition to using private vehicles, people can also take advantage of existing public transportation.

b. Tais Market Konsep Concept

The concept offered by Tais Market is a separate positioning. Tais Market is a traditional market with comfortable facilities that is managed in a modern and professional manner. The concept built is to provide convenience in shopping without losing the shopping experience as in traditional markets in general which are full of bargaining interactions between buyers and sellers.

c. Tais Market Fasilitas Facilities

Tais Market has complete supporting facilities that are prepared to support comfort for visitors and traders. The facilities are in a well-maintained and tidy condition. The completeness of the existing facilities makes this a strength of the Tais market that other markets do not necessarily have. These facilities should be highlighted so that they can be an attraction that is not inferior to supermarkets and is much more comfortable.

d. K3 Management (Cleanliness, Security and Order)

Aspects of cleanliness, security and order (K3) at Tais Market are managed by traders and security personnel themselves. Almost every part of Tais market is kept clean. Security is handled by 2 security guards on duty. The parking arrangement is quite good which is supported by a large area and other facilities such as toilets and trash cans. There is no Tais Market entrance fee.

e. Service Friendliness

Service friendliness is one of the most important aspects of a tourism business. Good service is included in the process aspect within the framework of the 7P Strategy. In this process aspect, the emphasis is on work procedures and systems and includes the attitudes or behavior of people involved in business, especially those related to services to tourists. The service at Tais Market can be said to be quite good.

2. Weaknesses

a. Promotion and Socialization Activities

Most of the promotional activities were carried out in the early days of Tais Market. Currently very little promotional activities are carried out. Existing promotional activities have not been effective in increasing visits and shopping conversions. The visit is temporary only during the activity, it doesn't have much effect on product purchases at Tais Market. In addition, the incessantly promoting neighboring countries' tourist attractions, which are supported by comprehensive marketing and high costs, have caused foreign tourists to turn their eyes away from Timor-Leste.

Identify Tais Market's External Strategy Factors

In this study, researchers want to identify external factors in the form of tourist attractions which include opportunities (Opportunities) and threats (Threats) in attracting tourists at Tais Market tourism objects. External identification which includes opportunities (Opportunities) and threats (Threats) is carried out to determine the position of the region in dealing with its external environment.

1. Opportunities

a. Government Policy regarding Tais Market

Government policies have more or less influence on Tais Market operations. The existence of the Taibesi Market traditional market which is in dispute between the Dili City government and a private company over the ownership of an area of land that is currently occupied as the Taibesi Market area. This condition can be an opportunity for Tais Market, because Tais Market can be an alternative place for Taibesi Market traders to trade.

b. Habit of shopping with a bargaining system

This community habit is one of the things that Tais Market has to offer. The choice to maintain this habit is expected to be one of the attractions for people to shop at Tais Market. So that this is an opportunity that can be exploited by managers as they have been running since the beginning of Tais Market's operation.

c. Advances in information and communication technology

Advances in information and communication technology are opportunities that Tais Market can take advantage of. However, this opportunity has not been optimally utilized by Tais Market managers. The use of information and communication media is still limited. The use of the website should also be supported by optimization of social media to further increase the rate of website visits and increase the Tais Market brand awareness in the community.

2. Threats

a. Existing Competitor Market

Existing competitor markets include traditional markets and supermarkets. The traditional market that competes with Tais Market is Taibesi Market, which is 11 minutes from Tais Market. Meanwhile, the supermarket that competes with Tais Market is Lita Store, which is only 6 minutes away from Tais Market. Lita Store is a self-service shop that sells a variety of basic daily needs products, including Timor-Leste specialties and Timor-Leste handicrafts. These competing markets pose a threat to Tais Market because they can directly or indirectly reduce the existing market share. The distance factor that is too close is also a consideration for tourists in choosing a place to buy souvenirs. Tais Market must have an advantage over existing competing markets if it wants to win the competition.

3.3 Alternative Tais Market Development Strategy

Strategy formulation using the SWOT Matrix produces 4 types of strategies, namely SO Strategy, ST Strategy, WO Strategy and WT Strategy.

1. S-O . Strategy

This strategy uses and optimizes strengths and takes advantage of existing opportunities, this strategy consists of:

a. Increase collaboration with stakeholders

Cooperation can be done both with government and private agencies, as well as institutions. Cooperation covers various aspects of a strategic nature. Such as in terms of filling kiosks, promotions, product provision, and others.

Cooperation can be carried out with the Tourism Office of the Timor-Leste government, namely cooperation in socializing to traders regarding the filling of empty stalls at Tais Market. This collaboration will be able to help overcome the problem of the lack of traders and the number of stalls that are still empty in Tais Market. Indirectly, if this collaboration is successful, it will also be able to overcome the problem of the availability of tourism products at Tais Market. In addition, with this collaboration, banks will benefit from being able to introduce and market their products in distributing financing.

b. Build a work operational system

Tais Market is not directly involved in a buying and selling transaction that occurs at Tais Market. However, Tais Market's role is very important in keeping the transaction process running smoothly. The Tais Market manager has the task and function of providing supporting facilities and infrastructure. This includes continuously introducing Tais Market so that it is more widely known to the public and Tais Market is getting more and more visitors shopping.

Given these important roles, duties and functions, Tais Market must have a system that regulates all matters relating to Tais Market operations. A standard system to be a guide for every management personnel in carrying out their duties in each line of work. A good system starts with good planning. Planning related to programs, policies and budget allocations is prepared in a clear, concrete and measurable manner. So the results can be easily measured and evaluated. If the system already exists, then the required resources are ready to run the system.

2. S-T Strategi Strategy

This strategy uses strength to overcome threats, this strategy consists of:

a. Improving services and supporting facilities

Tais Market as an art market that sells traditional Timor-Leste fabrics and handicrafts from Timor-Leste has an important role in serving the parties involved, namely market managers, traders, buyers or tourists and the community around Tais Market. Good service will further increase the trust of stakeholders and raise the image of Tais Market in general. Services must be based on the party to be served. This means that it really accommodates the needs and desires of stakeholders, especially traders and buyers/tourists. Good service to sellers will make sellers feel comfortable and support business

progress. Good service to the buyer/tourist community will make visitors feel comfortable shopping and on other occasions will return and even recommend relatives, relatives or friends to shop at Tais Market. Efforts to improve services are closely related to supporting facilities. Complete and well-maintained facilities are an indication of good service. Not only that, good service is also related to personal managers who carry out daily market operations. Along with the times, tourists visiting Tais Market or shopping centers are not just shopping for souvenirs, but there are other needs such as research. This would be very good if accommodated by the management of Tais Market. So to accommodate such things, it is necessary to prepare additional supporting facilities, including in the form of information booths and parking judges to guard the vehicles of visiting tourists.

3. W-O Strategi Strategy

The strategy is implemented based on the utilization of existing opportunities by overcoming existing weaknesses, this strategy consists of:

a. Improving human resource expertise and skills

Human resources who play an important role in the progress of Tais Market are not only managers, but also sellers. The sellers have a very important role, even spearheading the progress of a market. Therefore, it is necessary to prepare various programs that support the continuous improvement of the expertise and skills of human resource management and sales personnel according to the required fields and levels. Various skills and skills improvement programs can be carried out in collaboration with relevant stakeholders, such as the government, investors and professional institutions that are competent in providing training and coaching.

4. W-T Strategi Strategy

This strategy is based on defensive activities and is intended to minimize weaknesses and avoid threats, namely:

a. Increase promotional activities

More intensive and effective promotional activities are needed so that people know more about Tais Market. Managers must try to convince the public of the message conveyed. The message conveyed is related to Tais Market as a market that sells various souvenirs typical of Timor-Leste and which is conceptualized and managed in a modern and professional manner. A clean, comfortable, complete market, and transactions with a bargaining system. The form of promotion that can be done can be a combination of advertising, sales promotion, publicity and public relations, as well as direct selling. Thus, with various forms of promotional activities carried out, it is hoped that it can attract tourists to buy souvenirs at Tais Market. Both domestic tourists and foreign tourists. Promotion must be carried out continuously, not only at certain times and moments. We can see, various famous tasi cloths, even though these cloths are already well known, promotions are still being carried out. Therefore, it is necessary to prepare various promotional programs that are sustainable and supported by good budget policies.

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4. Conclusions

The results of the study can be concluded as follows:

1. The main strength of Tais Market's tourist attraction is its location and friendly service. While the weakness and promotional activities. The opportunity that Tais Market responds best to is government policies related to the market. While the threat is the existence of existing competitor markets.

2. Based on the SWOT analysis, there are 4 alternative strategy points that can be implemented by Tais Market, namely;

a. S-O Strategy: Increase collaboration with stakeholders and build operational systems

b. ST Strategy: Improving services and supporting facilities

c. W-O Strategy: Improving human resource expertise and skills

d. W-T Strategy: Increase promotional activities

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