



Implementation of the Regional Government's Regional Tourism Development Master Plan Policy in the Development of the Tourism Sector at the Tree of Love Beach Tourist Attraction Pohuwato Regency

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ABSTRACT

This research aims to understand the policy implementation process from the aspects of communication, resources, disposition, and bureaucratic structure, as well as to analyze the factors that hinder the policy implementation process of the regional government's Regional Tourism Development Master Plan in developing the tourism sector at the Love Tree Beach tourist attraction, Pohuwato Regency. This research uses a qualitative approach with a descriptive research type. The data consists of primary data obtained through interviews with informants and observations as well as secondary data derived from document studies. The results of this research show that the implementation of policies from the communication aspect, namely the use of social media communication channels, is still not optimal, the resource aspect, namely human resources with a tourism education background, is still very lacking and material resources are experiencing funding cuts, the disposition aspect refers to The 2013 Regional Tourism Development Master Plan has not been revised and formal technical instructions have not been created, and finally the aspect of the bureaucratic structure which is divided into several sections responsible for tourism. Furthermore, the factors inhibiting policy implementation are the lack of cooperation between tourism managers and the relevant government, the facilities and infrastructure that need to be rehabilitated are limited by the budget, and the number of visits is less due to the lack of attraction for tourists.

Keywords: Implementation, Policy, Tourism, development, Tourist Attractions, Tree of Love Beach

1. Introduction

Development of the tourism sector can help improve the standard of living of people living around tourist areas [1]. Tourism development can be realized through appropriate and strategic policies [2]. This is by what is stated in Law no. 10 of 2009 concerning Tourism in article 23 point c which explains that maintaining, developing, and preserving national assets that can become tourist attractions and potential assets that have not yet been explored [3]. National development is a form of government effort to explore existing potentials and can be used as a means of developing the life of the nation and state [4]. One of the national development sectors is the tourism sector [5]. Indonesia, an archipelagic country that has many natural resources, can be an attraction in the tourism sector. Through the tourism sector, it can help increase the economic rate of a region [6]. So it is very important to develop the tourism sector [7].

The implementation of tourism development in general includes several aspects that must be fulfilled, these aspects include tourist aspects, transportation aspects, promotional aspects, tourist attraction aspects, and culinary aspects [8]. Thus, the central government demands that regional governments play an active role in developing tourism in each region [9], which in this case is the Regional Culture and Tourism Department. Gorontalo Province is one of the provinces that has a wealth of customs to be proud of and has a harmonious vision and mission in supporting the successful development of the tourism sector. This is stated in Gorontalo Province Regional Regulation no. 2 of 2014 article 5a which states that the mission of regional tourism development includes supporting cultural preservation and development activities as a tourist attraction based on the philosophy of adat and sharia, sharia, and kitabullah which strengthens the order of development of Gorontalo Province which is progressively independent [10]. Pohuwato Regency is a district in Gorontalo Province that has diverse tourism potential so that it has an attraction for tourists who come to visit spread across 6 sub-districts, namely Marisa, Taluditi, Randangan, Popayato, and West Popayato. Some of the most popular tourist areas among tourist visitors are Libuo Beach, Love Tree Beach, Torosiaje Tourist Village, Lalape Beach, and Lomuli Tourist Village.

Pohuwato Regency Tourism, Youth and Sports Department, looking at the number of domestic and foreign tourist visits in 2021, the Love Tree Beach tourist attraction has become a popular tourist attraction, namely 23,491 domestic tourist visits. In 2022, the number of visits will experience a drastic decrease, namely 9,221 domestic tourist visits, and will increase again in 2023, namely 12,010 domestic tourist visits and 17 foreign tourist visits. The

attraction of Love Tree Beach tourism lies in the charm of the wide and beautiful coastline, the floating mosque Islamic tourism, and the culinary tourism offered at this tourist attraction. There are 19 groups of micro, small, and medium businesses providing culinary delights in the area around Tree Love Beach which provide a wide selection of typical Gorontalo regional foods at affordable prices and are supported by four hotels and accommodations around the Tree Love Beach tourist complex. Referring to this data, the Love Tree Beach tourist attraction should become a popular tourist attraction in 2023 which can encourage the rate of economic growth and development of the people of Pohuwato Regency, especially the community around the Love Tree Beach location. However, judging from the level of economic growth, micro, small, and medium enterprises around Love Tree Beach have not yet reached the prosperous stage like other micro, small, and medium enterprises. The number of tourist visits is still relatively low, which causes the income of micro, small, and medium enterprises to be relatively low. Micro, small, and medium enterprises are one of the targets for tourism development in Pohuwato Regency as stated in Pohuwato Regency Regional Regulation No. 8 of 2013 article 6d which mandates that the development of the Pohuwato Regency tourism sector can be realized through the development of creative and innovative human resources who can develop economic and cultural potential as assets in tourism development.

Another problem found is the lack of participation and cooperation between the government and local communities in managing the Love Tree Beach tourist attraction. The government is still lacking in empowering human resources, such as a lack of support for training to become tour guides for the community and inadequate transportation facilities to explore tourist attractions, so this does not attract interest for foreign tourists to visit longer. Departing from these problems is a challenge for the Pohuwato Regency government to optimize the implementation of policies to develop the Love Tree Beach tourist attraction into a tourist attraction that is not only a natural tourist attraction but is also famous as a culinary tourist attraction. The Department of Tourism, Youth and Sports is the agency that holds full responsibility for developing the tourism sector. The need for a study to find out how the process of implementing policies carried out by the Tourism, Youth and Sports Department in developing the Love Tree Beach tourist attraction refers to Pohuwato Regency Regional Regulation No. 8 of 2013 concerning the master plan for regional tourism development in Pohuwato Regency. Apart from that, is the program to increase attractiveness both in terms of micro, small, and medium enterprises and natural beauty already running and able to have a positive impact on the welfare of the community around the Love Tree Beach tourist attraction.

2. Methods

The research method applied in this research is qualitative research with a descriptive approach [11], namely the researcher seeks information about existing symptoms, and clearly defines them based on the goals to be achieved, then plans the approach, then collects data and materials for making a report. Descriptive research is a study to find facts with appropriate interpretation, describe the properties of several phenomena, groups, or individuals, and determine the occurrence of a situation to minimize bias and maximize reliability. This means that researchers must be able to narrate the data obtained in the field naturally, correctly, in-depth, and systematically so that people who read the research results can understand the factual conditions and the meaning contained therein. The qualitative research approach according to Collingridge & Gantt, is carried out in natural conditions and the data collected is generally qualitative [12]. According to Awasthy, qualitative research is a research method based on the philosophy of positivism, used to research the natural conditions of objects (as opposed to experiments) where the researcher is the key instrument [13].

The data collection technique is triangulation, sampling of data sources is carried out purposively and snowballing, data analysis is inductive/qualitative, and the results of qualitative research maintain meaning rather than generalization. The type and source of data that will be used in this research use primary and secondary data. Primary data is data obtained directly in the field. Researchers obtained this through direct observation and interviews with research subjects. According to Liebman, et al., (2020), Primary data is a source of research data obtained directly from sources or not through intermediary media. Primary data can be in the form of opinions of individual or group subjects [14], results of observations of objects or physical objects, events or activities, and test results obtained by researchers indirectly through intermediary media or obtained and recorded by other parties. In qualitative research, the sample data source is called the informant. Secondary data is data that is already available and collected by other parties. Researchers just need to use the data according to their needs. The data collection technique used for the data collection process in this research is observation, which can be said to be the most important data collection technique in qualitative research. To collect valid and accurate data and information, the main data collection (to obtain primary data) researchers will conduct in-depth direct interviews with competent informants, as well as record events and information from informants which are then used as material for writing research results reports. Documentation is a record of past events. So a document is written material related to a particular event or activity. The data analysis technique used in this research is descriptive qualitative. Miles and Huberman model in [12] To obtain data conclusions related to the research object, the steps used in data analysis are reducing the data to simplify the data to further sharpen the required data. Presenting data in an organized and systematic manner, to form one complete and integrated component. The data that has been selected and set aside is according to data groups and arranged according to similar categories to be displayed in harmony with the problems faced, including temporary conclusions obtained when the data was reduced. Concluding is a verification process by interpreting data as a determining step in concluding categories of data that have been reduced and presented to reach a conclusion that can answer the problems faced.

3. Results

1. Implementation of Tourism Development Policy

Based on the results of research on communication aspects in the implementation of tourism development policies, it was found that the Department of Tourism, Youth and Sports communicated through tourism development work meetings in which both leaders and subordinates exchanged information regarding tourism development so that there was no confusing information. The messages received by implementers in the tourism sector are the same

as those received by the Head of the Tourism, Youth, and Sports Department. The Youth and Sports Tourism Department also uses media as a communication channel with micro, small, and medium enterprises at the Love Tree Beach tourist attraction, as well as interaction through Nou and Uti (Pohuwato Regency Tourism Ambassadors) who directly interact with Micro, Small and Medium Enterprises. However, problems were found, namely that the social media used for communication was not optimal and the interaction of the Tourism Ambassadors was considered to be lacking in touch by the community of micro, small, and medium enterprises. Communication is related to how the policy is communicated to certain parties. Communication is very important in every policy implementation so that implementers can know what to do. Communication is an important factor in the progress of a process, through communication, it can connect policymakers and policy implementers, whether between government institutions or between other parties such as the business community, where tourism actors can state plans for implementing tourism development programs, including maximizing implementation tourism development policy.

The condition of human resources in the process of implementing tourism development policies shows that there is still a lack of human resources with a tourism education background so the government still lacks human resources in developing tourism. The strategy taken by the government involves the support of human resources, namely Nou and Uti Wisata (Tourism Ambassadors). Apart from that, the condition of material resources in the process of implementing the tourism development policy found that there was a lack of funds for tourism development allocations, the youth and sports tourism office submitted a proposal for the Charm Tree Love Beach Festival event to the Ministry of Tourism and Creative Economy which could be an aid in developing tourism at tourist attractions. love tree beach. The success of policy implementation depends on the ability to utilize resources [15]. Each implementation stage requires the presence of quality human resources in the main tasks and functions carried out. Material resources are an important support in the successful implementation of tourism development policies. The human resource factor has an important role in every tourism development program, if the human resources available are very limited, it will often cause resistance from the community when implementing it in the field.

The disposition in implementing the tourism development policy is that in developing tourism, especially the Love Tree Beach tourist attraction, the Department of Tourism, Youth and Sports still uses the instructions contained in Regional Regulation No. 8 of 2013 concerning Regional Tourism Development Master Plans as standard operational procedures for implementing tourism development which will then be followed up. by emphasizing product and service aspects, community empowerment aspects, and marketing aspects contained in the SWOT analysis by the tourism sector. Utilizing SWOT analysis can be a form of strategy before implementing policies. Through this analysis, internal factors (strengths and weaknesses) and external factors (opportunities and threats) can be formulated in the development of a tourist attraction.

Bureaucracy is the part of administration that plays a role and is responsible for implementing policies. The bureaucracy holds power in the area of policy implementation in its field of activity because it has a mandate from the legislative body. Bureaucracy is a body that enforces regular policies. The aspect of the bureaucratic structure in implementing tourism development policies is that the division of responsibilities and main tasks and functions is clearly stated in the decision letter of the Head of Service which is then divided by the Tourism Sector into several main tasks and functions, namely the tourism and creative economy section, the policy analysis section, the marketing business section and tourism promotion, tourist attraction management section, and tourism business licensing section. In implementing the implementation of tourism development, the bureaucratic structure is responsible for the government together with the private sector and the community. It could be said that all groups play a role in this bureaucratic structure, both central and regional, coordinating with each other.

2. Factors Inhibiting the Implementation of Tourism Development Policies

Based on the research results obtained regarding the inhibiting factors in the implementation of tourism development policies in terms of the lack of cooperation between implementors and micro, small, and medium business actors at the Love Tree Beach tourist attraction, cooperation between the Department of Tourism, Youth and Sports and micro, small and medium business actors at the tourist attraction Love Tree Beach has not been well established, the only forum for cooperation is through Tourism Ambassadors (Nou and Uti Wisata), there is a lack of touch from the government in developing the creativity of micro, small and medium enterprises, and tourism development training programs have not been provided. Good coordination and cooperation can increase tourism development capacity by utilizing various collaboration platforms. Developing tourism is very important because there is coordination between various parties. If the cooperation between the parties implementing tourism development policies is not good then later in the field various objections will be found. The lack of cooperation between the government, in this case the Pohuwato Regency Youth and Sports Tourism Office, and micro, small, and medium enterprises has caused the attractiveness of the Love Tree Beach tourist attraction to decline. The importance of this collaboration will help micro, small, and medium businesses at the Love Tree Beach tourist attraction to be more creative in creating the attraction of the Love Tree Beach tourist attraction.

Insufficient facilities and infrastructure found that the facilities and infrastructure at the Love Tree Beach tourist attraction need to be rehabilitated the rehabilitation process is still at the application stage, and obstacles in the rehabilitation of facilities and infrastructure are caused by insufficient funding [16]. As a result of insufficient funding, the rehabilitation phase of facilities and infrastructure has been hampered and the development of the Love Tree Beach tourist attraction has also been hampered. Some funds for tourism development programs will be reallocated according to priorities.

The inhibiting factor in terms of the number of visits is that the number of local and foreign tourist visits has not yet reached the target, and the number of visits has less influence on the income of micro, small, and medium enterprises at the Love Tree Beach tourist attraction which is also lacking, the attractiveness of the Tree Beach tourist attraction love is the reason the number of visits has not reached the target. Currently, tourism development is focused on improving community welfare through the creative economy. If the number of visits to a tourist attraction is less, the people around the tourist attraction will not receive income. Besides that, the responsibility of micro, small, and medium enterprises to pay taxes to local governments increases their expenses rather than income.

4. Conclusion

The process of implementing the Regional Tourism Development Master Plan policy at the Love Tree Beach tourist attraction in Pohuwato Regency was found to be from the communication aspect, namely the use of social media communication channels which is still not optimal, the resource aspect, namely human resources with a tourism education background, is still very lacking and other resources. materials that have experienced funding cuts, the disposition aspect refers to the 2013 Regional Tourism Development Master Plan which has not been revised, and formal technical instructions have not been created, and finally, the bureaucratic structure aspect which is divided into several sections responsible for tourism. Factors inhibiting the implementation of tourism development policies at the Love Tree Beach tourist attraction are the lack of cooperation from the Department of Tourism, Youth and Sports, the facilities and infrastructure that need to be rehabilitated are limited by the budget, and the number of visits is less due to the lack of attraction to tourists.

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