



The role of the government in the management of tourism object development of kurenai beach botubarani village, Kabila Bone Bone Bolango regency

Lucyane Djaafar¹, Nopiana Mozin²

^{1,2}Faculty Of Social Sciences, Gorontalo State University, Indonesia

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ABSTRACT

Tourism development in Indonesia is one of the catalysts in supporting regional development and is expected to be a sustainable economic support in accordance with the government's work plan. This clearly requires encouragement from the community as well as support from the government in an effort to create world-class tourism development. Based on the above, the purpose of this study examines about " how the role of the government in the management of the development of Tourism objects Kurenai beach as well as inhibiting factors in the development of Tourism objects kurenai beach in Botubarani Kabila Bone Village Kab. Bone Bolango."The method used in this study is qualitative descriptive. The results found are the role of the government in the management of the development of Tourism objects Kurenai Beach Botubarani Village Kec. Kabila Bone Kab. Bone Bolango has not been maximized due to the entrance ticket/retribution that is misused by certain individuals to gain profit whereas if the entrance ticket/retribution is managed by the relevant government then it can be foreign exchange for the local government. Both related to the inhibiting factors in the development of kurenai beach attractions there has not been fully cooperation between the community and the local government, as well as the absence of a digital system, the website content created specifically to promote kurenai beach attractions itself, so it could make it difficult for visitors to find information related to what are the features of kurenai beach attractions in Botubarani village.

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Corresponding Author:

Nopiana Mozin,
Faculty Of Social Sciences,
Gorontalo State University,
Walk. General. Sudirman No.6, East Dulalowo., District. Central City, Gorontalo City, 96128
Email: nopianamozin@ung.ac.id

1. INTRODUCTION

As a country with abundant natural wealth. Indonesia is an archipelago that has great potential in almost all sectors, one of which is tourism. Tourism is the activity of moving a person temporarily to several places at least 24 hours and a maximum of 6 months (Pradana, 2019). The orientation of this tourism is health, pleasure, vacation, education and relaxation in the location of the tourist destination.

Indonesian tourism is an industry that should get more attention from the government in its development (Setiawan, 2015). The development of the tourism industry has a strong influence in the development of the region in the area around the tourist attraction because it can be the main sector industry is the leading sector in improving the regional economy (Hakim, 2010). As a leading sector

whose influence is very high on regional income, it is clear that the tourism sector needs to get special attention from governance to supporting implementation (Nurlina Nurlin, 2022).

With this tourism industry the surrounding area will not be a disadvantaged area, with the tourism potential owned, must be able to be used as motingvasi to develop the area and can increase the original income of the community from the tourism sector (Muljadi, 2012). Indonesia with many provinces in it consists of many islands lined with diverse tourism potential and the appearance of each region, which became the most attractive for both local and foreign tourists to visit tourist attractions in Indonesia. One of them is East Java province which is one of the provinces with tourism potential that offers a variety of interesting attractions to visit.

Objects and tourist attraction is one of the important elements in the world of Tourism. Where objects and tourist attractions can succeed government programs in preserving the Customs and culture of the nation as an asset that can be sold to tourists. Objects and tourist attractions can benupa nature, culture, life order and so on that has the attraction and selling points to be visited or enjoyed by tourists. In a broad sense, anything that has a tourist attraction or attracts tourists can be referred to as an object and tourist attraction.

Law no. 10 of 2009 on tourism states that tourism development is carried out based on the National Tourism Development Master Plan, provinces and districts/cities, which is an integral part of the national long-term development (Article 8 paragraph (1) and (2)). The Tourism Development Master Plan is regulated in government regulations or Provincial/District/city regulations. Article 8 of law no. 10 of 2009 on tourism PP No. 50 of 2011 needs to be planned in order to meet the goals and objectives of Tourism Development.

Tourism development is clearly part of a complete national development, the development of the nation and the Unitary State of the Republic of Indonesia, which is not limited to physical development only. Internally, the development of tourism is expected to contribute to the improvement of community welfare and externally is expected to be the main sector that provides equitable welfare in the surrounding area

In the development of a tourist attraction must meet several criteria for tourism development so that the object is of interest to visitors (Arjana, 2016), namely ; a) Something to see is the tourist attraction must have something that can be seen or made a spectacle by tourist visitors. In other words, the object must have a special attraction that is able to suck the interest of tourists

To visit in the object; B) Something to do is so that tourists who do tourism there can do something useful to give a feeling of pleasure, happiness, relax in the form of recreational facilities whether it's a bernain arena or a place to eat, especially typical food from the place so as to make tourists more comfortable to stay there; c) Something to buy is a facility for tourists shopping which in general is the Hallmark or icon of the area, so that it can be used as souvenirs (Yoeti, 2014).

The development of tourism in Indonesia is now increasingly rapid. The development of the tourism sector is promising and provides benefits to many parties from the government, the public and the private sector (Devi, 2017). This is because tourism is a sector that is considered profitable to be developed as one of the assets that are used as a promising source for government and the community around the tourist attraction. Therefore, it makes many regions want to hold development in the field of tourism, one of which is Bone Bolango Regency.

Bone Bolango Regency is one of the districts in Gorontalo province. Ringing with its development, bone Bolango Regency utilizes existing natural resources by conducting development in the tourism sector. There are several tours in the village of Botubarani one of the phenomenal attractions is Kurenai Beach. Kurenai beach attractions that have the attraction of being one of the piliban to spend time with family, friends, and girlfriends to enjoy the beautiful scenery of the beach. The image formed from a tourist attraction is a combination of factors that exist in the tourist attraction in question (weather, natural scenery, safety, health), on the one hand and information received for tourists from sharing sources from the other or from his own fantasies.

Kurenai beach tourist attraction area is one of the attractions that has its own characteristics, with the charm of a very beautiful beach coupled with very good white sand and a stretch of rocks and

shady trees become one of the main attractions of the beach tersbut, a very remarkable phenomenon when the sun begins to set is what attracts most young people to, it should be recognized that this beach is one of the gifts in Gorontalo province. This beach has been operating since the last few years with a vehicle entrance fee of Rp. 5000 but it is unfortunate when in the beautiful beach of Kurenai this often happens several cases. Based on observations and interviews from several sources involving local communities and government officials.

Kurenai beautiful beach in 1994 by foreign investors from Japan made a fish preservation factory with the company name PT.KURENAI JAYA physical evidence can be seen by the old building with white wall paint located about 500 meters from the entrance gate. The name Kurenai also comes from Japanese, but from the interview we found that now Kurenai Beach has switched hands (ownership) from the first hand until now to the third person who comes from Jakarta. However, when we asked for proof of the validation documents regarding the transfer of kepeniliksi by the village officials themselves stated that there was no written proof of this, therefore we can draw a conclusion that Kurenai Beach is still not fully optimal management.

Departing from the description above, the focus of this research is "the role of the government in the management of the development of Tourism objects Kurenai Beach Botubarani Village district. Kabila Bone kab. Bone Bolango and inhibiting factors in the development of Kurenai beach attractions in Botubarani Village Kabila Bone Kab. Bone Bolango."

2. RESEARCH METHODS

Tourism development is an important part of national development therefore it takes the role of the government in supporting tourism development for the implementation of sustainable economic system fulfillment (Sammeng, 2001).

Departing from the above, the focus of research in this case is to study "how the role of the government in overseeing the management of permits for coastal tourist attractions Kurenai Botubarani Village, Kec. Kabila Bone Kab. Bone Bolango and how the impact caused by the lack of government role in the supervision of tourist attractions Kurenai beach in Botubarani Village Kabila Bone Kab. Bone Bolango." to answer the problems and objectives of this study, we have previously reviewed about 20 articles related to tourism development, how tourism development in rural and regional communities and the impact of tourism development itself on the fulfillment of regional economic quality.

The type of research used in this study is a qualitative type with a descriptive approach (Moleong, 2018) that is research that assesses phenomena and perceptions through holistic actions by producing descriptive data in the form of written sentences or oral words and observable behavior of people who serve as a source of information (Mukhtar, 2013). This research is also obtained through the collection of primary data and secondary data, both found through documentation methods, informant interviews and other supporting data such as books and laws that support related research (Idrus, 2009.)

3. RESULTS AND DISCUSSION

3.1 The Role Of The Government In The Management Of Tourism Object Development Of Kurenai Beach

Regulation on regional autonomy in law no. 32 year 2004 affirmed that each region is given the opportunity to be able to develop the region/government organization based on the needs of their respective regional autonomy. The development of regional autonomy is certainly based on the role of the government itself (Wulansari, 2009). The form of development carried out can be the management of potential and resources in each region as well as the development of tourism potential (Yoeti, 2014).

The development of tourism potential is not spared from several factors that affect (Sumaryadi, 2010), including; attraction or attraction, transportation, accommodation, service facilities and the availability of supporting infrastructure.

Gorontalo, especially Botubarani village, Kabila bone district, has tourism potential that is no less champion than tourism objects in other developing areas., the surrounding community named it the tourist attraction Kurenai Beach. In its development Kurenai Beach also has its own attraction for

every tourist who visits. The attraction of kurenai Beach is one of the important elements of Tourism Development. Therefore, it takes the role of the government in terms of integrating existing management, one of which is about the management permit of kurenai tourism beach.

This is in accordance with the expressed (Pendit, 1994) that there are several factors that affect the role of government in the management of Tourism namely :

- a. Purpose
The purpose in question is about how the government in terms of management functions management in an effective and efficient way through the efforts of organizational planning, organizational direction, preparation of organizing and controlling resources (Daft, 2007).
- b. Strategy
The strategy in question is an effort to conduct management through structured system planning through institutional arrangements, tourism arrangements and tourism supervision itself (Terry, 2014)
- c. Policy
The policy in question is the government's decision-making guidelines in terms of the tourism development process through the implementation of the Economic Area specifically for tourism (Edgell, 2008).

This is also in line based on the researcher's interview with the head of botubarani village Mr. latif abdul, he said there are several things that are the determining factors in terms of carrying out the role of the government related to the management of tourist attractions permits (Bakaruddin, 2009) as follows:

- a. tourism arrangements
In this case, the kurenai beach tourism object has been contained in the Gorontalo provincial regulation number 4 of 2018 on the zoning plan for coastal areas and small islands of Gorontalo. According to Mr. latif abdul as the head of botubarani village stated "This is evidenced by the granting of permits for the management of tourist attractions that are fully supported by the bone bolango Regency government. But over time there are some obstacles encountered by the local government related to the payment of entry permits (retribution) which is sometimes often requested by certain individuals if visitors kapasistas began to burst,. Because basically the entrance ticket to kurenai Beach is free.
- b. development of tourist attractions
In terms of Tourism object development is certainly influenced by a careful planning system by the local government (Bakaruddin, 2009). This is in accordance with the statement of Mrs. Salma yunus as the secretary of botubarani village, Kabila bone district, she said that in terms of the development of kurenai beach attractions in botubarani village, the local government has made maximum efforts related to the construction of supporting facilities that if they can be used and utilized by visitors while traveling, including the price of free admission, aka unpaid, visitors are only charged a parking fee of Rp. 5000 only, not only that, the availability of free facilities such as changing bathrooms that can be used freely by visitors to wash and change clothes. In addition, kurenai Beach also provides small stalls that can be used by visitors to buy food and drinks and the availability of lodging facilities that are easily accessible by visitors if you want to spend some time to enjoy the holiday.

In conclusion, the role of the Kabila bone district government in terms of managing kurenai beach attractions has not been fully maximized, while some of the weaknesses found are the presence of irresponsible individuals who often ask for admission to visitors. Therefore, in the future the local government will be more discipline related to the entry permit by imposing the cost of admission to visitors who for the future the cost of the entrance ticket becomes a levy in terms of supporting local financial foreign exchange income for the next can be developed to support the maintenance of existing facilities at kurenai beach attractions.

3.2 Factors inhibiting the development of Kurenai beach attractions in Botubarani Kabila

Bone village bone Bolango Regency.

An area can become a tourist destination if the area can develop the existing tourism potential (Utama, 2012.). This if based on conditions that can be beneficial both in terms of tourism itself and the economy can obviously help the government in terms of developing tourism potential. In order to support this, it takes the capital of interesting attractions sought by visitors, while the attraction model in question is (Abdulhaji, 2016):

- a. Natural Capital Potential
It is one of the capital that is one of the datu factors that support the interest of tourists to travel to the intended place. The beauty of nature both in terms of flora and fauna can obviously attract existing tourists.
- b. Potential Cultural Capital
The potential of the culture in question includes the peculiarities of the region itself, both in terms of craft, artistic and community habits surrounding tourist areas, this can also affect the interest of visitors to come on vacation as well as traveling.
- c. Potential Human Resources Capital
The Last supporting Factor is human resources. The uniqueness of the tribe, race and customs of the local community (Ansofino, 2012). The more unique people and their customs, the more tourists will visit, the most important thing is that tourists should not be considered disturbing or degrading the local community.

Related to tourism development in an area, of course also can not be separated from various obstacles that can affect the tourism development business itself (Wibowo, 2016). Some factors that can hinder include:

- a. Lack of community participation.
- b. The low role of the government in prioritizing tourism development.
- c. The lack of quality of human resources at the Department of tourism related.
- d. The lack of effort to establish cooperation with other parties (investors).
- e. Lack of promotion to the tourism sector both in the community, social media and in the mass media.
- f. Limited facilities that support facilities and infrastructure (Heri, 2011)

In Bone Bolango, especially in the area of kurenai beach attractions Botubarani village, in terms of tourism development, it often also encounters certain obstacles, this is in line with what was expressed by Mrs. Salma yunus as the secretary of the local village through a direct interview, she stated that in the development of kurenai beach attractions there is still less community participation, thus causing often the area around the beach looks shabby and dirty.

Not only that, he also said that there was no reprimand from the government on it related to the policy to be able to maintain the cleanliness of tourist areas around the beach. "kurenai beach attractions are facilitated by various kinds of supporting facilities and infrastructure but sometimes the government often forgets to pay attention to the local community area which is often still littering, IF the area of kurenai beach attractions is dirty and looks slum obviously there will be no tourists who want to visit, he added."

Finally, the weakness of the development of kurenai beach tourism object in botubarani village is the lack of promotion to the tourism sector both from mass media and social media. Yanti binuka as one of the communities around the kurenai beach attractions added that, "the public and the government should work together in terms of promoting this kurenai beach attractions "" now it's the digital era, kurenai beach attractions should already have a website that can make it easier for tourists to find out how beautiful kurenai beach attractions are before the tourists come and visit directly, at least they can access information kurenai beach attractions through the existing website", added From Mrs. Salma yunus as masayarkt around the beach attractions Kurenai botubarani village.

This it is seen that not only supporting factors that can affect the development of tourist attractions in particular but also must still pay attention to the existing inhibiting factors (Lazarus, 2016), therefore it takes the role and cooperation of the government and local communities so that in

the future the beach attractions Kurenai Botubarani village can compete with the world tourism sectors.

4. CONCLUSION

After conducting research for approximately one month, it can be concluded that the role of the government in the management of the development of kurenai beach attractions in Botubarani village has not been maximized because there are still many individuals who take advantage of the implementation of the entrance fee when the entrance ticket of kurenai beach attractions is free, in the future, the local government must again make rules related to the payment of entrance fees so that the entrance fee will not be misused by irresponsible individuals and so that the entrance fee can also be used for regional foreign exchange and can support the maintenance of facilities in the kurenai beach tourist attraction in Botubarani village.

Related to the existing inhibitory factors, it is expected that the government and the community can work together in terms of managing and developing kurenai beach attractions by paying attention to existing needs such as the fulfillment of the website digitization system in promoting kurenai beach attractions in Botubarani village.

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