

Impact of Tourism Policy Implementation in the Development of Regional Tourism Strategic Area (Case Study: Nambo Beach in Kendari City, Indonesia)

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Abstract

This paper aims to analyse the impact of national and regional tourism policy implementation in the development of Nambo Beach tourist destination as one of the Regional Tourism Strategic Area (RTSA) in Kendari City, Southeast Sulawesi, Indonesia. Three baselines of government policy are discussed in this paper, namely 2009, 2011 and 2016 baseline due to the government regulation issued in these specific years. Government policy is required regarding improvement of amenity and accessibility of a tourist destination. The method of the research is literature study and observation in the tourist site, the Nambo Beach. In the literature study we conducted analysis the regulation which supported the tourism sector in both national and regional level. Through field survey, we collected primary data from field survey and secondary data from Kendari Statistic Agency regarding the development of tourism infrastructure in and outside the Nambo Beach. The result showed that the regulation established in 2009 and 2011 for national level and 2016 at the regional level have been supporting the development of tourism sector in Kendari particularly the Nambo Beach RTSA as indicated by the growing of the facilities in the Nambo Beach at least 60% as well as the external facilities such as hotels and rooms which growth up in average more than 100% and roads infrastructure was about 150% in the last ten years.

Keywords: Regional Tourism Strategic Area, Kendari, tourist destination, Nambo Beach, government policy

1. Introduction

Tourism is defined as an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature (Lickorish and Jenkins, 1997, p.1). In all countries, tourism sector plays important role for national income (Webster and Ivanov, 2014) Development of the tourism sector will have a positive impact on people's welfare. According to Bank of Indonesia press release, Indonesia has established tourism as a leading sector. As a leading sector, tourism is targeted to reap foreign exchange up to 17.6 billion US dollars and visited by 20 million foreign tourists until the end of 2019 (Puspita 2018). Tourism sector opens up many jobs, fosters household economic activity, generates other related sectors and impacts on poverty reduction in a country. However, the readiness of a tourist area to bring visitors is very dependent on many factors including its amenity and accessibility.

The existence of physical infrastructure such as amenity and accessibility is very influential in improving the tourism sector (Mandić et al., 2018). However, the development of amenity and accessibility of a tourist destination is depending on the government policy. Over the last two decades due to 1998 economic crisis, the tourism industry in Indonesia has been undergoing substantial change (Suparwoko, 2012). The existence of supporting facilities both in and outside of a tourist site will encourage increased capacity in accommodating tourist activities. Furthermore, tourism infrastructure includes a large number of services, necessary to meet the needs of tourists and increase satisfaction during their stay at the destination (Jovanović and Ilić 2016). Thus, the existence of infrastructure such as hotels and transportation network will not only support the tourism activities during their visits but also encourage the rise of business and the economy of the community around the infrastructure.

Nambo Beach is one of the interesting tourist destinations in Kendari City, the capital of Southeast Sulawesi Province. This beautiful white sand beach is located approximately 12 kilometers at Southern part of Kendari. Nambo Beach is one of several beautiful beaches in Kendari. Since the last seven years, Nambo Beach has been improved by completing various facilities and infrastructures that should be available in every tourist destination.

Analysis of the impact of the government policy is useful for making decision about improving quality and quantity of supporting tourism infrastructure (Penrose 2011). In Indonesia, the amenity and accessibility factors are also applied to the management of a tourism destination as mentioned in the Indonesia Tourism Act No. 10 Year of 2009. The development of amenity and accessibility in a tourism destination is also associated with environmental carrying capacity, control of public infrastructure, construction of public facilities, and tourism facilities for tourism destinations which have exceeded the carrying capacity threshold (IMSS 2009). Furthermore, in the government regulation No. 50 Year of 2011 concerning the Indonesia master plan for national tourism development, the amenity and accessibility infrastructure development of a tourism destination must be in line with a strategy to control facilities and supporting infrastructure of tourism destinations (IMSS 2011). In line with that policy, in regional regulation, the development of amenity and accessibility has also been regulated clearly in Article No. 9 of the Provincial Regulation (*Perda*) of Southeast Sulawesi No. 5 Year of 2016 concerning the Master Plan for Regional Tourism Development in Southeast Sulawesi Province for 2016 to 2031 (SESRB 2016).

The *Perda* embraces the Nambo Beach as one of the tourist destinations which needs to get attention (SESRB 2016). In the regulation, the Nambo Beach area and its surrounding, together with Bokori Island and its surrounding, are becoming the Regional Tourism Strategic Area (RTSA). The RTSA is an area which has main function as a tourism destination or potential for national tourism development and has important influence in one or more aspects such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, and defence and security. In the context of development of Nambo Beach as one of the RTSAs in Southeast Sulawesi, an analysis of impact of the national and regional policy implementation is required. This paper aims to analyse the impact of national and regional tourism policy implementation in the development of Nambo Beach tourist destination as one of the RTSA in Southeast Sulawesi after regulation issued in 2009, 2011 and 2016.

2. Method

The location of this study is Nambo Beach in Kendari City, Southeast Sulawesi Province, Indonesia. Nambo Beach becomes one of the mainstay tourist attraction which is visited by tourists both inside and outside of Kendari. This location is located in Nambo sub District and on the coast, which has abundance of mangroves and coconut trees. This location began to open in the early 1990s. The site map of the location can be seen in Figure 1.

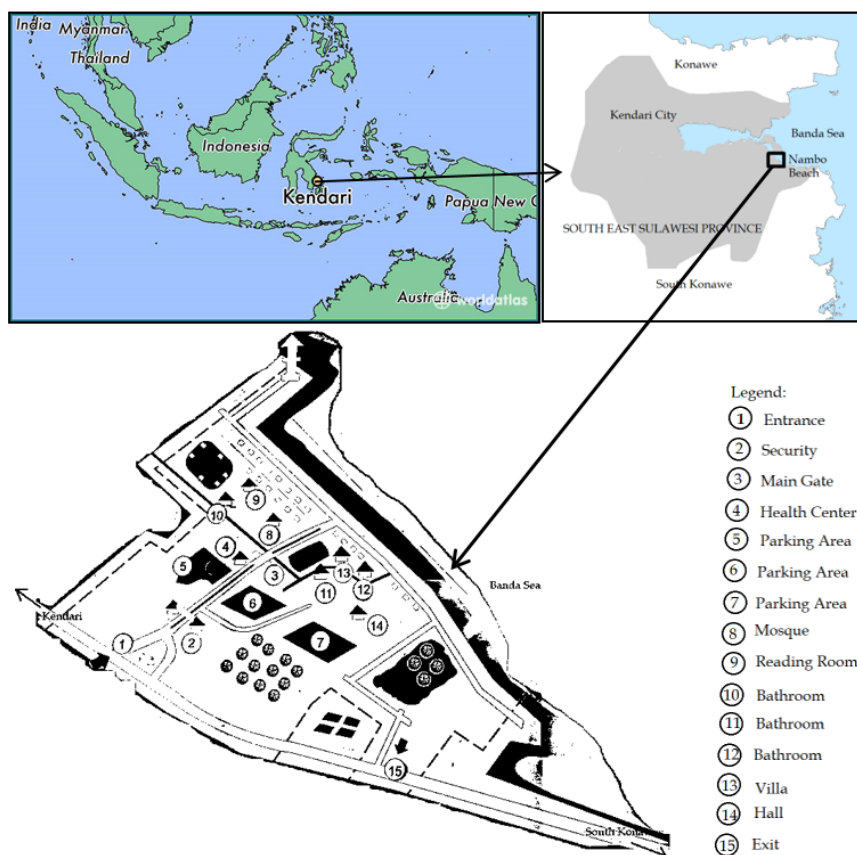


Figure 1. Map of Nambo Beach in Kendari City Southeast Sulawesi

This study combines literature study and field survey. The literature study was carried out through a review of government regulations on national tourism based on three baseline analysis namely 2009, 2011 and 2016 baselines. The first baseline is after the introduction of the Tourism Act in 2009. The second baseline is in 2011 after the establishment of the national tourism master plan, while the third baseline is after 2016 regional tourism master plan. All baselines are analysed and associated with statistical data from the Kendari Statistics Agency. The field survey was carried out in August 2018. The survey was conducted to map supporting facilities in Nambo Beach.

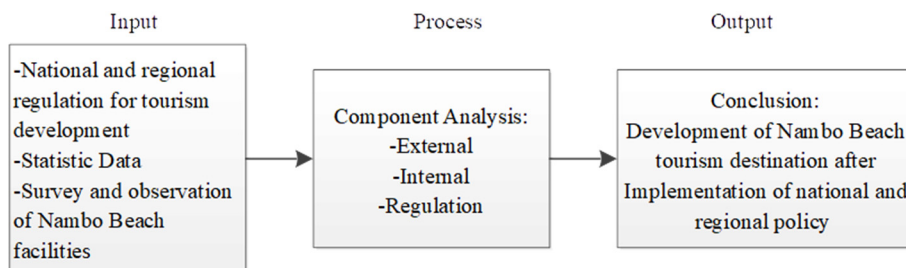


Figure 2. The research method

The amenity is associated with the in- and out-side infrastructure which supporting the tourism site including hotels and rooms, while the accessibility will associate with external infrastructure; the roads. In this part an analysis of the availability of amenities in the Nambo Beach, the number of hotel accommodation, the number of tourists and the average length of stay with the assumption that both domestic and foreign tourists also visit the Nambo Beach are conducted. The analysis of road availability to reach the Nambo Beach is also presented based on statistical data. The research method can be seen in Figure 2.

3. Result and Discussion

The development of tourism destination has been mandated by Indonesia national tourism act No. 10 Year of 2009 (IMSS 2009) and implemented through master plan for national tourism development (IMSS 2011). In the regional level, the government has formed provincial regulation No. 5 Year of 2016 concerning the master plan for regional tourism development in Southeast Sulawesi Province for 2016 to 2031 (SES RB 2016). The strengthening of local policy lies on determination of tourism potential zones, development of tourist attractions, development of tourism accessibility, development of public infrastructure, public facilities and supporting tourism facilities, community empowerment through tourism and development of investment in tourism. One of the tourism potential zones is the Nambo Beach (Figure 3).



Figure 3. Nambo Beach in Kendari City: (A) a view from the coastal with background of Kendari New Port, (B) view from the sea, (C) road infrastructure and (D) gazebo facilities

Nambo Beach is one of the leading tourist destination objects in Kendari City. Nambo Beach has been developed around 20 years ago (KTA, 2018). This white sandy beach is a tourist attraction which is often visited by both local and foreign visitors. This place is not the only attractive tourist area in Kendari. There are several other tourist attractions around this Nambo Beach. People can visit another tourist destination, for example, Batu Gong and Toronipa Beach in Konawe District, Taipa Beach and Labengki Island in North Konawe District, Wakatobi marine tourism destination, Liang Kabori tourist destination in Muna island and Rawa Aopa Watumohai National Park in South Konawe District. Nambo Beach itself has become the RTSA as determined in the regional regulations of the Southeast Sulawesi tourism master plan. Nambo Beach is not only used to relax enjoying the beautiful panorama surround, but also sometimes used as a place of religious ceremonies such as Hindus who celebrated the Melasti holiday in celebration of Nyepi.

According to Kendari Statistic Agency, visitors the Nambo Beach showed a fluctuating trend. In 2011, the number of tourists reached 31,000, while in 2012 it decreased to 19,681. In 2013 there were 12,493 people, in 2014 and 2015 the number of tourists again increased to 15,437 and 19,684 people respectively (BPS Kota Kendari 2018) as shown in the Figure 4.

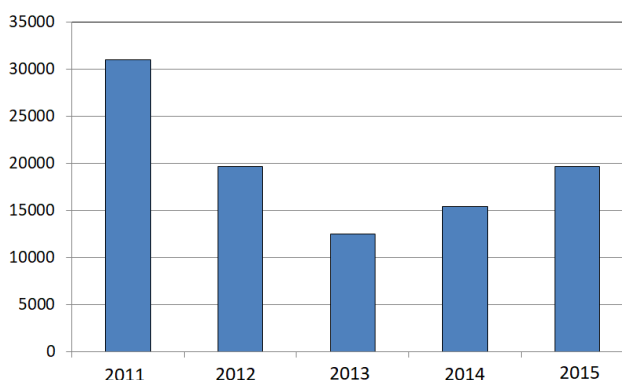


Figure 4. Amount of tourist visited to Nambo Beach during 2011 to 2015 (BPS Kota Kendari 2018)

Taking point of view from the side of government support for tourism, there are three baselines that need attention, namely the first baseline in 2009, the second baseline in 2011 and the third baseline in 2016. The first and the second baseline are based on the National Tourism Act which regulates the general management of the implementation of national tourism. Whereas the third baseline on a local scale is the Southeast Sulawesi tourism master plan. Almost ten years after the first baseline and two years after the third baseline must be considered as supporting policy by the government for the development of tourism sector.

The support of the government's policy towards tourism has been seen from the growing number of hotels in Kendari City in the past ten years after the Tourism Act was issued (Figure 5). Hotel accommodation can't be separated from tourism sector as well as restaurant and other amenities factor. The room capacity is in line with increasing the hotels.

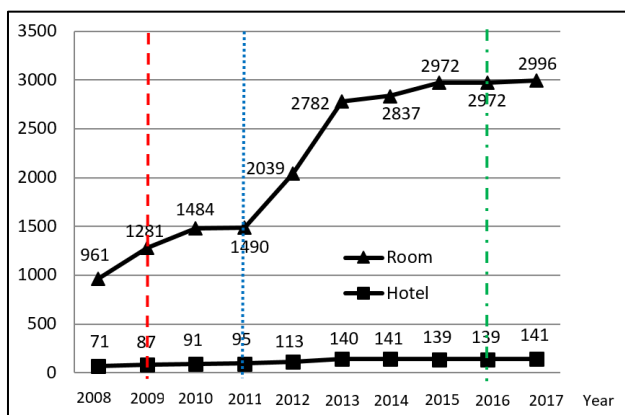


Figure 5. Increasing number of hotels and rooms available in Kendari City during period 2008-2017 (BPS Kota Kendari 2018)

The red dash line indicates Tourism National Act 2009, the blue dotted line indicates national tourism master plan 2011 and the green line is the regional master plan. Based on Figure 5, there is a significant development in the number of hotels in the past ten years with almost 100% growth. Moreover, the number of rooms increased more than twice since 2008. Thus, we may state that the growing of hotels and rooms in Kendari City is caused by the implementation of national and regional policies in the tourism sector.

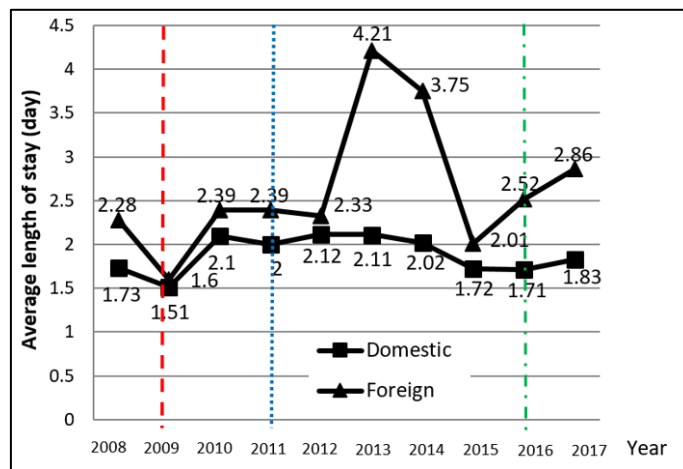


Figure 6. Average length of stay of visitors in Kendari City during period 2008-2017 (BPS Kota Kendari 2018)

Average length of stay of visitors both foreign and domestic are also having a positive trend. For ten years it increased about 25% for foreign visitors and 6% for domestic. This might be achieved through the suitability of the development of tourism destinations with existing spatial planning policies, characteristics of availability and distribution of tourist attractions, public facilities, and tourism supporting facilities, the availability of transportation infrastructure and facilities and tourism supporting infrastructure in the site.

Road infrastructure also plays important role for increasing the visitors. Based on statistic data, during 2008 to early of 2018 there was development road from 12 to 30 kilometers connected the central town of Kendari to reach the Nambo Beach as seen in the Table 2. It increased almost 150% of establishment the new road network during ten years.

Table 2. Road infrastructure development for supporting Nambo Beach during 2008 to 2018 (BPS Kota Kendari 2019)

Year	Kilometers	Explanation
2008	12	existing road
2009	12	existing road (<i>1st baseline</i>)
2010	25	addition of new road network
2011	25	improvement of existing road (<i>2nd baseline</i>)
2012	25	improvement of existing road
2013	25	improvement of existing road
2014	28	addition of new road network
2015	28	improvement of existing road
2016	28	improvement of existing road (<i>3rd baseline</i>)
2017	30	addition of new road network
2018	30	addition of new road network

In 2017, there was a development of additional amenities in Nambo Beach. Some Gazebos, villas and clean facilities were developed by Kendari tourism office. Table 3 shows the facilities established in Nambo Beach until August 2018.

Table 3. Facilities availability in Nambo Beach

No.	Facilities	Yes	No
1	Location nameplate	√	
2	Reading room	√	
3	Location map	√	
4	Gazebo	√	
5	Villa	√	
6	Direction signs	√	
7	Pedestrian	√	
8	Hazard Warning Signs	√	
9	Clean facilities	√	
10	Mosque (prayer room)	√	
11	Bathroom	√	
12	Restaurant	√	
13	Security office	√	
14	Guard tower	√	
15	Washing facilities	√	
16	Parking area	√	
17	Entertainment facilities	√	
18	Tourism Information Centre	√ (under construction)	
19	Open Space	√	
20	Locker/safety box		√
21	Emergency facilities		√
22	Facility for disabilities		√
23	Information system (website, booklet)		√
24	CCTV		√
25	Wifi (communication facilities)		√
26	Breastfeeding room		√
27	Bank or ATM		√
28	Souvenir shop		√

Source: Field Survey, 2018

We made a list of 28 facilities that must available in the tourist location. We found that there were only 19 facilities (67.8%) available in the location. Some important facilities that should be available in common tourism site such as emergency facilities and souvenir shop were not found. There was one facility under construction namely the Tourism Information Centre. What also needs attention is the absence of facilities for disabilities persons, for example disability-specific bathrooms or pedestrian routes specifically for disabilities. This needs attention so that in the next few years, all these facilities can be built either by the government itself or through collaboration with private parties or companies.

The implementation of regional regulations which states that Nambo Beach as a strategic area has been followed up with the improvement and addition of facilities in the Nambo Beach area. However, the recent built infrastructure such as information centre needs to be improved to gain a benefit to the community around and tourists as well. Several other facilities such as gazebos, villas, pedestrian, clean facilities, bathrooms, and restaurants also still need to be improved both in quality and quantity. It is hoped that through the increase in the number of tourists, the investment can also increase in Kendari as well as the welfare of the people around the Nambo Beach.

For the city of Kendari, the results of this study can be a reference for the further development of other tourist destinations around the city. The infrastructure developments have proven to be able to increase the number of tourist visits in Kendari City, at least it can be seen in the 2011-2015 period. The government also needs to empower communities around tourist destinations to maintain the infrastructure and at the same time can increase their welfare.

4. Conclusion

The development of amenity and accessibility plays important role for tourism sector since it can give high impact to the sustainability of the tourism destination. The amenity and accessibility of a tourist destination will bring

satisfactory for the visitors. In general, according to this research, the implementation of national and regional policy to strengthen tourism destination has been carried out. The Southeast Sulawesi tourism master plan has regulated the supporting factor of tourist destinations for the development of Nambo Beach in the future. From the research, it shown that the increase in the number of hotels and rooms, improvement of road network and development of facilities in Nambo Beach are completed after implementation the policies in each baseline. It also has been shown that within 10 years there has been a significant development of improvements and additions to facilities on the Nambo Beach tourism destination. However, in the perspective of current and future needs, the existing facilities are still lacking. Facility construction only reaches 67.8% which means it still needs to be increased to satisfy the tourists. The government support through the policy and the budgeting still need to be increased.

Acknowledgment

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