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Gorontalo Province Tourism: Leading Sector In The Middle Of Weakness And Challenge

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Abstract. *Tourism shows a significant contribution to foreign exchange and regional income in Indonesia. Defined as a priority and leading sector in the RPJMD, tourism development in the Regencies and the Province of Gorontalo must measure the results, benefits and impacts for all stakeholders. Contribution to regional income (PAD) and the composition of internal and external factors in each of the leading destinations is needed for the purpose of determining the strategy and policy of sustainable tourism development. The study concluded that tourism sector was relatively small in its contribution to each PAD total by Regencies in Gorontalo Province. The low of PADsp is relevant to the low occupancy rate (TPK) of the hotel and the length of stay (LoS). The lack of retribution income from recreation and sports spot is relevant to the lack of activities to support the attractiveness such as art and cultural attractions and local products that can be souvenirs for tourists. Infrastructure facilities at leading tourism objects are relatively incomplete or do not meet tourism standards. The low of PAD, TPK & LoS can also explain that the increase in tourists to Gorontalo is only a transit to the other tourist objects outside of Gorontalo Province.*

Keywords: Tourism, Leading Sector, Gorontalo, Income, Swot Analysis

Tourism is a leading sector contributing to foreign exchange for the country and regional income. Since 2013, tourism in the country has been ranked as the fourth largest contributor to foreign exchange. In 2015, tourism foreign exchange amounted to USD 12.225 billion, below the foreign exchange of oil and gas proceeds (oil and gas; USD 18.574 billion, crude palm oil / CPO; USD 16.427 billion, and coal USD 14.717 billion). 2016 rose to second place at USD 13.57 billion after CPO was USD 15.965 billion. Even in 2017 Indonesia's foreign exchange tourism has touched USD 16.8 billion.

Locally, because of its labor intensive structure, tourism is seen as a sector that can help solve the problem of unemployment in disadvantaged areas and rebuild lost competitiveness in the agricultural sector. Tourism directly or indirectly affect other sectors such as

agriculture, manufacturing, transportation, trade, construction, accommodation, food-beverage, communication, banking, and health services due to spillover effects (Bozkurt, Güler, & Bahar, 2018) and (Balli, Curry, & Balli, 2015)

Realizing the importance of this sector, the regional government of Gorontalo Province has determined tourism to be one of the priority programs in the 2018-2022 RPJMD. The Gorontalo Province Tourism Office then set a target of increasing the number of tourist visits, namely 100,000 foreign tourists and 900,000 domestic tourists. This target can be very very heavy, but with cooperation, synergy and collaboration of stakeholders and tourism observers (stakeholders), this becomes a challenge that must be overcome by regional authorities, the private sector as investors and business people as well as the general public in general.

From an economic standpoint, tourism development activities in the region can contribute to regional revenues sourced from taxes on accommodation services (hotel), drinking meals (restaurants), entertainment venues, parking fees, cleanliness and security in ticket-shaped recreational places to the leading tourist attractions. In short tourism activities can bring in foreign exchange from foreign tourists and increase rupiah purse from domestic tourists. The existence of tourism also fosters economic businesses that are mutually assembling and supporting their activities so that they can increase people's income. Tourism is a commodity that is needed by individuals for reasons of increasing creative power, eliminating work saturation, relaxation, shopping, business, knowing historical heritage and ethnic culture, sports and health and spiritualism.

Tourism development must measure the results, benefits and impacts for the government, business people and the community. With the development of science, technology, research and best practices from global, national, regional and local levels, there are actually so many ways, methods, approaches, measuring instruments and analysis to assess the impact of tourism on development, government revenues and income society. One of the easiest and fastest ways is to measure tourism's contribution to local revenue (PAD). The PAD component consists of taxes, levies, separated income and other legitimate income. PAD sourced from the tourism sector in many scientific research and publications and is popularly

classified as hotel tax, restaurant tax, entertainment tax and retribution for recreation and sports. After it is known that the tourism sector share in PAD also needs to know the influence of internal and external factors in each leading tourist object for the need to determine the strategy and direction of sustainable tourism development policies. The composition of strengths and weaknesses (internal) and opportunities and challenges (external) were approached by the SWOT analysis.

Indah Puspitasari et al (2017) analyzed the contribution of tourism to the PAD of Batu City in East Java; Mardianis and Syartika (2018) in Kerinci District, Jambi, and Yeni Ratnawati (2016) in Kutai Regency, East Kalimantan, in separate research concluded that tourism sector revenues contribute positively but not significantly to PAD in each region. But all three were optimistic as the increase in visits of domestic and foreign tourists accompanied by several recommendations for improvement, tourism sector PAD continued to increase.

METHODS

This study uses a qualitative descriptive approach that describes all the symptoms or circumstances that exist, to draw conclusions, decisions and determine the strategy and direction of the policy Objects have been determined (purposive) include six (6) leading tourist locations and enter the RTRW as Gorontalo's tourism designation area. Otanaha Fortress in the City, Pentadio Resort in Gorontalo District, Olele Marine Park in Bone Bolango District, Bolihutuo Beach in Boalemo, Libuo Beach in Pohuwato and Saronde Island in North Gorontalo. Collecting data through observation, interviews and questionnaires / questionnaires. Primary data is obtained from visitors, tourism business actors and local government in objects / locations. Secondary data from processed / publicized government agencies. Analysis techniques in the form of tables, graphs, SWOT, descriptive. SWOT is a classic strategy planning instrument using a framework of strengths and weaknesses; opportunities and challenges. This instrument shows a simple way to estimate the best way to implement a strategy (Rangkuti, 2014).

RESULTS

Gorontalo, which is located on the northern peninsula of Sulawesi Island, is often dubbed The Hidden Paradise or a hidden paradise by guests / tourists because

of the richness and beauty of its natural scenery and ethnic and cultural diversity. The government's partisanship to prioritize tourism development and development was revealed in the superior program point 7 above, namely Global Tourism, then followed up with the mission statement in point 1 "realizing environmentally friendly and sustainable tourism and natural resource management". Commitment to the development of the tourism sector is also contained in the Regional Regulation (Perda) of Gorontalo Province Number 4 of 2011 concerning the Gorontalo Province Spatial Planning (RTRW) for 2010-2030. Article 59 states that: The tourism allotment area as referred to in Article 51 letter g is a strategic tourism area that can be developed.

Table 1: Tourism Allotment Area According to RT/RW
Gorontalo Province in 2010-2030

No	Object / spot	Sub-district	District
1	Traditional tourism Torosiaje	Popayato	Pohuwato
2	Libuo Beach	Paguat	Pouhuwato
3	Bolihutuo Beach	Botumoito	Boalemo
4	Ayuhulalo Waterfall	Tilamuta	Boalemo
5	Pentadio Resort	Talaga Biru	Gorontalo
6	Bilato Beach	Bilato	Gorontalo
7	Saronde Island	Ponelo	Gorontalo Utara
8	Wanano Beach	Gentuma	Gorontalo Utara
9	Lombongo Natural Tourism	Suwawa	Bone Bolango
10	Olele Nautical Tourism	Bilungala	Bone Bolango
11	Fort Otanaha	Kota Barat	Kota Gorontalo
12	Pohe Beach	Kota Selatan	Kota Gorontalo

Source: Regional Planning and Development Agency of Gorontalo Province, 2018

Gorontalo Province recorded positive economic growth rates but tended to fluctuate in the past six (6) years. The economic growth rate of Gorontalo

Province is positive, above the national average, although it tends to fluctuate. BPS online publication also released the 2018 growth rate of 6.19% in the first quarter; 7.45% in Quarter II; and 5.24 in Quarter III. Forestry and fisheries agriculture sector contributes more 38% to GDP according to the Business Field Sector in 2017 or never less than 37% during 2013-2017, following the construction sector 11.52% and the trade and repair sector 11.41% in 2017. From the side expenditure, household consumption accounted for 61.43% of 2017 GDP, following imports of 40.25% and gross fixed capital formation (PMTB) 30.53%.

The sector of providing accommodation and drinking water which is a representation of the tourism sector in the GRDP recorded impressive growth from 2012 to 2017, which was 6.31%; 8.96%; 6.93%; 8.05%; 8.71; and 10.62%. This sector accounts for an average of 2.25% of the 2014-2017 GRDP. While the information and communication sector grew 10.57%; Financial Services 9.87% and Trading and Repair 9.59% in 2017.
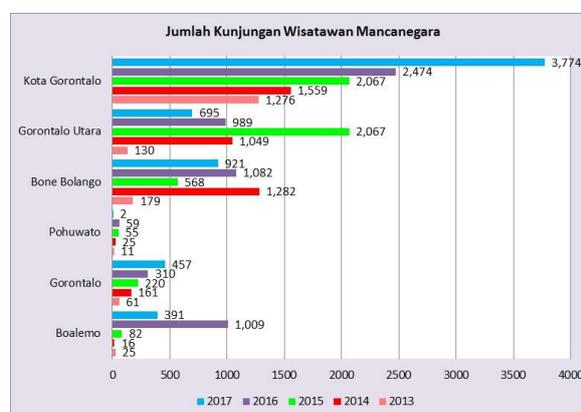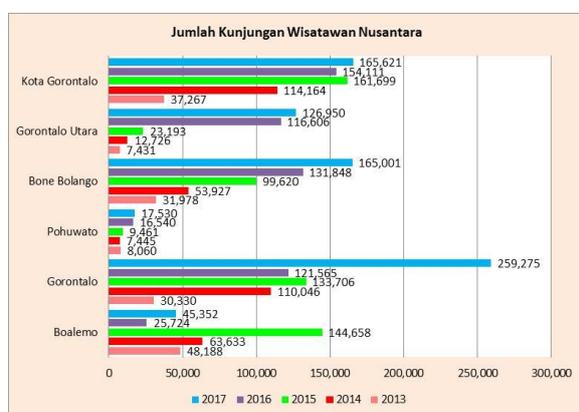

Figure 1 (left) and Figure 2 (right): Number of Visits by by Regency of the City in Gorontalo Province on Period 2013-2017

Gorontalo City won the most visitors in 2013-2016 but was overtaken by Gorontalo Regency in 2017. In contrast, for five years Pohuwato Regency consistently recruited the least number of tourists compared to other regions. The highest rate of growth of tourist arrivals in Indonesia was recorded in 2015 by 127%, while foreign tourists in 2016 amounted to 1130% or more than 11 times the increase. All

regions recorded a steady increase in the number of domestic tourists, but tended to fluctuate with foreign tourists. Even the growth rate of foreign tourist arrivals contracted very sharply in 2017 at Pohuwato (-97%), Boalemo (-61%), North Gorontalo (-30%) and Bone Bolango (-15%).

Figure 3 (left) Growth Trend of Archipelago and Foreign Tourists in Gorontalo Province 2013-2017

North Gorontalo Regency, Boalemo and Pohuwato are still lacking in facilities and are far and difficult to access tourism supporting infrastructure facilities that are generally centralized in the City. The distance and time spent traveling to attractions in the three regions is a discomparative advantage factor that also determines the number of visitors. Other factors are poor access to medium / high quality main / arterial road transportation, and collector / local roads which are partly damaged or under repair. The general problems faced by tourism in Gorontalo are still around the difficulty of accessibility and the lack of art, cultural, culinary and souvenirs of local production that can be sold to tourists. Gorontalo tourism is still based on the beauty of tourist attractions so there is no other uniqueness that is added value. Even though there are not a few historical and cultural attractions, in addition to Fort Otanaha and Kain Sulam Karawo, which can be explored and have economic value. Gorontalo has various kinds of drama, dance and music, typical food, endemic flora and fauna and pre-historic heritage sites until the colonial era that spread in various regions.
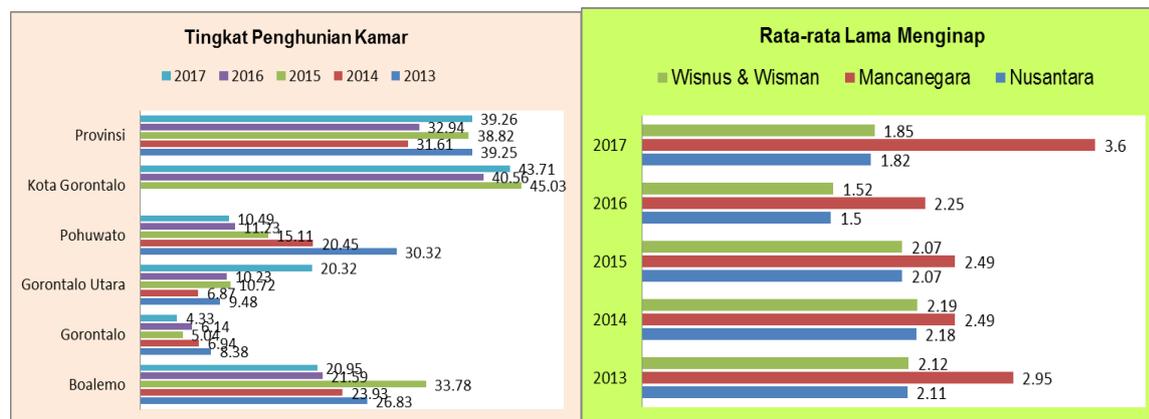
Figure 4 (left) Occupancy Rate of Star Hotel Rooms, Figure 5 (right) Average Length of Stay of Travelers in Gorontalo Province 2013-2017

Gorontalo City recorded the highest TPK in 2015-2017, which was 45.03 compared to the average of Gorontalo Province 38.82. The lowest TPK in Gorontalo District, namely 8.38 in 2013 continued to decline to 4.33 in 2017. Whereas Bone Bolango District did not have statistical records regarding the TPK of local hotels. This certainly needs special attention for local governments and tourism industry players in developing tourism in the two regions. Gorontalo City has classy tourism supporting facilities such as star hotels; restaurant; mall and super market; cinema / cineplex; recreational and sports facilities in the city that are cheap and easily accessible; entertainment facilities such as karaoke, caffee / bar / pub, massage & spa; financial services such as banking, automated teller machines (ATMs), money changers and insurance; travel agent (travel agent); tour guide; as well as education and

health facilities. The city is also relatively close to transportation facilities such as airports (airport), passenger ports and containers (hubport), and crossing ports. Tourism objects scattered in neighboring districts / regions are also relatively easily accessible from the center of Gorontalo City.

Total PAD (PADtot) of City District has increased steadily from 2013 to 2017 with the highest nominal PAD always recorded by Gorontalo City over Rp. 207 billion in 2017, the lowest North Gorontalo District which is only approaching Rp. 45 billion. Boalemo and Pohuwato districts as neighboring regions, allied and even "divided and divided" have PADtot growth rates and trends that are similar or identical throughout 2013-2017. The highest achievement of the PADtot growth rate actually occurred in 2014 where North Gorontalo District increased 92.6%,

following Gorontalo District 75.12% and Gorontalo City 28.5%. Bone Bolango District recorded a relatively small, sloping

and stable PADtot growth, the largest in 2017, which was almost 39%.

Table 2: Recapitulation of Index Value for Tourism Object Value Development in Gorontalo Province

Criteria	Saronde	Olele	Libuo	Pensort	Otanaha	Bolihutuo	Average Prov	Ket
Tourist attraction	86.67	80.00	83.3	83.3	83.3	83.3	85.56	Worthy
Accessibility	95.45	95.45	100.0	100.0	100.0	100.0	98.48	Worthy
Conditions Around the Area	80.56	83.33	75.0	75.0	86.1	75.0	79.17	Worthy
Management & Services	83.33	50.00	66.7	75.0	91.7	66.7	72.22	Worthy
Accommodation	33.33	33.33	33.3	66.7	100.0	66.7	55.56	Not eligible
Supporting facilities	83.33	66.67	83.3	83.3	75.0	91.7	80.56	Worthy
Availability of Clean Water	66.67	86.67	86.7	93.3	80.0	80.0	82.22	Worthy
Feasibility Level	**75.62** **Worthy**	**70.78** **Worthy**	**75.48** **Worthy**	**82.38** **Worthy**	**88.02** **Worthy**	**80.48** **Worthy**	**78.79** **Worthy**	

Source: Data processed

Being in Quadrant II, the strategy and direction of the policy that needs to be carried out by the government and managers of Pentadio Resort include 1) optimizing the potential and vehicles currently owned and adding a variety of tourism activities to make visitors more impressed; 2) utilize and continue to explore the uniqueness of Pensort to become a family / group tourist icon so that it attracts and increases the number of tourists, and 3) provides understanding to the surrounding population and visitors

about the importance of creating and maintaining cleanliness.
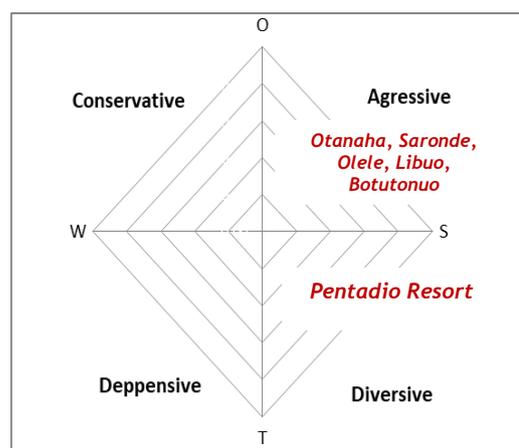
Figure 6: Position of Featured Tourism Objects in a SWOT Diagram

While the strategies and policy directions that need to be carried out by the five leading tourism objects in Kuadaran I include 1) utilizing the existence of objects that have been included in the RIPPDA to develop facilities, infrastructure and variations in tourism activities; 2) utilizing the area by adding variety of tourism activities (attractions) so that visitors have various alternatives; 3) make special tourism events / packages involving universities or other forms of cooperation; 4) empowering local communities to produce products (souvenirs) for visitors; and 5) utilizing the friendliness of the staff and the surrounding community and supporting road access and communication to attract visitors to stay longer or increase the frequency of visits.

DISCUSSION

The weak index of accommodation around hotels in Saronde, Olele and Libuo is relevant and can explain the low PADsp in North Gorontalo, Bone Bolango and Pohuwato. The strength of the accommodation index and accessibility (100) towards the Fort Otanaha object is relevant and can explain the relatively high PADsp of Gorontalo City. Fort Otanaha with the highest total index achievement (88.02) is worthy of being Gorontalo tourism branding. Gorontalo City Tourism Office then needs to determine the target market segment & positioning of similar objects in the Gorontalo region. Fort Otanaha deserves to be burdened with a high revenue levy target.

Olele is the best spot dive but accommodation, management and service as well as supporting facilities are weak. If there is no serious improvement, it is very possible that the economic impact to the government and the community will continue to decline along with the quality of the coral reef / diving object. International standard hotels that spread in Gorontalo City and not owned by five (5) other districts so that the province's average accommodation index is low (55.6) which means it is not feasible. District governments need to provide incentives for investors to build star hotels. Nevertheless, it is necessary to strengthen tourism experience where foreigners tend to like outdoor activities with various difficulties and challenges (back to nature).

CONCLUSION

1. Taxes on hotels, restaurants, entertainment venues and retribution for recreation and sports are sources of tourism sector PAD (PADsp) where the share is relatively small against the total PAD (PADtot) of City Districts in Gorontalo Province.

2. The highest share of PADsp against PADtot in 2017 was reached by Gorontalo City 35.86% following North Gorontalo 8.05%. The smallest district of Gorontalo is 1.51% but has increased dramatically to 3.19% in 2018.

3. Relatively low PADsp is relevant to the low level of hotel TPK and length of stay (LoS). The low income of the RTRO is relevant to the lack of activities supporting the attraction of tourism objects; attractions of cultural arts, music, dance, literature, local unique and unique MSE products that can be souvenirs for tourists, infrastructure facilities in leading tourist attractions in the area are relatively incomplete or do not meet tourism standards such as road access (arteries and collectors), facilities sanitation (MCK), clean water and means of information and communication (internet network).

4. The low PADsp in line with the low TPK & LoS can also explain that the increase of tourists to Gorontalo is only a transit to the leading tourist objects outside Gorontalo Province namely Togean in Central Sulawesi, Wakatobi in Southeast Sulawesi and Bunaken in North Sulawesi.

SUGGESTION

1. Remindset. The tourism sector is echoed as a leading sector and priority in the development of Gorontalo Province through the 2018-2022 RPJMD or only in the second period of the NKRI government, therefore there needs to be cognitive and awareness reinforcement to the ranks of the government bureaucracy sub-districts and villages) so that they can mobilize all their resources, improve synergy and collaboration for the development of sustainable tourism throughout the Gorontalo Province.

2. Tourism Awareness Movement. As long as the community is ignorant, passive and apathetic, the policies and budgets to develop tourism do not produce multiplier effects for the

economy. The growth of tourism without the involvement of local communities has the potential to disrupt the balance of ecosystems and the environment, import lifestyles that damage local culture and wisdom as well as the emergence of economic leakage (economic leakage). The existence of Tourism Awareness Groups (Pokdarwis) in City Districts needs to be evaluated on the results, benefits and performance impacts for the development of local tourism.

3. Branding, Segmentation and Positioning. Kabupaten Kota has put tourism as the leading sector in addition to agriculture and fisheries, but the program, the agenda of activities is relatively not focused because the government is still confused and ambiguous in determining branding. Even though branding is very important to decide which market segments to go to such as national origin, age, upper class (luxury), middle class (high class) or middle income class (middle income class), tourism development in each Regency City and Gorontalo Province must pay attention to aspects this is the truth. it has been implemented by several regions that are well established

and experienced in tourism development. City Regencies which are classified as new players who favor the tourism sector are also rampant in boosting revenue from this sector.

Policy Recommendations

1. Community Empowerment and Human Capacity Building

In the context of empowerment and community engagement, the role of Tourism Awareness Groups (Pokdarwis) is needed. The "tourism awareness movement" to raise awareness, involvement and community empowerment towards regional tourism development must be programmed, scheduled, supported by budgets and government agencies, tourism industry, perguran high and media / press people. This conscious tourism movement is packaged creatively, educatively, productively and generate (income) for the parties involved (stakeholders). The tourism conscious movement is carried out with the aim of improving the cognition, affection and psychomotor of the local community, meaning that there is an improvement in knowledge and understanding, awareness, and practical skills in supporting regional tourism

development. The tourism conscious movement in each region (city district) can be different from one another according to geographical, social, cultural and local economic characteristics but should be able to synergize with other regions. For example Gorontalo and Bone Bolango districts focus on developing agro-tourism; Boalemo and Pohuwato in marine-tourism, Gorontalo City on cultural and heritage-tourism; all of this can be done collaboratively. In the context of the Human Capacity Building; strengthening local tourism human resources through special training programs (training), certification, standardization of tour guides, hotel restaurant workers & other entertainment venues, snorkeling diving instructors etc. tourism sector jobs.

2. Branding, Segmentation and Positioning (BSP)

Tourism development as a superior and priority program in the city districts and Gorontalo Province should focus more on establishing branding, segmentation and positioning (BSP). Targets and targets in the field of tourism whose resources exist and are abundant, have

many advantages and uniqueness but have not been explored by other provinces. For example, West Nusa Tenggara with the island of Lombok as a halal tourism icon rely on marine tourism objects. West Kalimantan relies on the City of Singkawang as a main gate and attractiveness because it relies on cultural and historical attractions with the traditions of Chinese life and the Cap Go Meh Ceremony. East Java relies on art attractions and tourism supporting creative industries. East Nusa Tenggara with geopark tourism relies on Komodo National Park and Labuhan Bajo. With this condition, City Regencies in Gorontalo Province must determine their BSP from the outset and efforts that must be made to strengthen the BSP. With a variety of potential and diversity of resources, Gorontalo can choose agro-tourism, marine tourism or cultural and heritage-tourism. Public Private Partnership, partnerships built between national private parties in the form of business entities or individuals and or foreign private parties with the government for the construction of tourism supporting infrastructure. BUMN and BUMD are also strongly recommended to play an active role and

develop tourist destinations, attractions, accessibility and comfort including business incubation and commercialization of industries that are closely related to the tourism sector.

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