



BEACH TOURISM MANAGEMENT STRATEGIES IN TANAH BUMBU REGENCY, SOUTH KALIMANTAN

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Abstract

The problem that arises in the preservation of tourist attractions is that the local government of Tanah Bumbu Regency has not fully developed and fostered it so that it can be a part of a work program that can increase public insight and knowledge of tourist attractions which are increasingly experiencing setbacks due to the greater and widespread influence of tourism. culture from outside. The type of research is qualitative research, a contextual research that makes humans as instruments, and is adapted to a reasonable situation in relation to data collection which is generally qualitative in nature or better known as naturalistic inquiry (natural inquiry). The results of the study can be concluded that the objects and attractions that are contributed to the development of the tourism sector need to receive great attention, especially regarding the role of beauty and natural scenery which so far only exists in Tanah Bumbu Regency. Alternative solutions to the problems of each constraint are (a) increasing the budget through (i) revamping and budgeting which requires a change in the attitude of traders and their generations, (ii). maintain and continue tourism activities including helping capital for traders in the tourism area, (iii) increasing the budget for the purpose of adding facilities and others for the advancement of tourism and the Tanah Bumbu Regency government, (2) calculating the impact of tourism development (a) obtaining economic benefits and social, and (b). improve community efforts, especially for souvenirs, (3) improve coordination by: (a) increasing vertical and horizontal coordination in an effort to establish cooperation so that it can be contributed in a harmonious and integrated manner, (b) cooperation with other parties competent with development in the field of tourism, (c) continuously evaluate the results obtained in order to use partnerships as a means of generating tourism.

Keywords: Beach, Tourism Management, Tanah Bumbu Regency.

INTRODUCTION

Tourism management which is an integral part of regional development must be carried out in a systematic, planned, integrated and responsible manner while still upholding the principles of justice and equity, respecting the rights of indigenous peoples, providing the widest possible opportunities for indigenous peoples and/or local communities within the framework of community empowerment, providing legal certainty for entrepreneurs, as well as the principles of environmental conservation and sustainable development (Andi, 2001; Fandeli, 2015). According to Law Number 9 of 1990 chapter III article 4 concerning tourism, tourism objects and attractions are divided into two types. The article reads (1) Tourism Objects and Attractions created by God Almighty, in the form of natural conditions as well as flora and fauna, (2) Tourism Objects and Attractions created by humans in the form of museums, ancient relics, historical relics, cultural arts, agro-tourism, recreation parks, and entertainment venues.

Good tourism management in an area can be reflected in the increasing number of tourists visiting tourist areas, and vice versa (Gamal, 2016). Tourism generates benefits to the region such as the development of small and medium enterprises, the creation of new jobs, and infrastructure improvements (Benni, 2017; Cintania, 2019). According to Joyosuharto (1995); Wibowo (2018), activities to promote the tourism potential of an area, can be used as a key strategy in an effort to improve the regional economy. The number of tourist visits that come each year will lead to economic activity that has an influence on GRDP which is a reflection of economic growth.

In particular, when viewed from tourism interests, the preservation of traditional attractions in Tanah Bumbu Regency has enormous potential to support the development of cultural tourism in Tanah Bumbu Regency. This is possible because Tanah Bumbu Regency has a very rich cultural heritage. These tourist objects have values related to exhibitions, attractiveness and selling points that can provide economic value (foreign exchange) for local revenue. Therefore, it is urgently needed an appropriate strategy on how these two elements support each other in the context of the preservation of these attractions or cultural heritage and must be carried out comprehensively and carefully, taking into account the factors that can cause damage to tourist objects (Kadek, 2017). In preserving this tourist attraction, it is necessary to collaborate with various stakeholders, namely those related to the culture itself (Susanty, 2018). For example with related agencies, academics, researchers, the business world, social organizations (NGOs), and so on. For this reason, the government must develop a synergistic communication system between agencies, academics, coordination and synchronization, develop various patterns of data collection (inventory), studies, facilitation, cultural titles, art performances, coaching, advocacy, empowerment, revitalization and expanding networks. communication and information and others.

The beauty of nature and the uniqueness of its attractions, facilities at tourist objects that are continuously equipped to unite to advance tourism, road infrastructure to tourist objects close to main roads/highways, being promoted and known to the public through social media, clean and safe tourist attraction locations (Astrid, 2015). Meanwhile, the spirit of building the tourism sector so that it becomes the mainstay of Tanah Bumbu in the future. The following are the beaches that are visited by tourists to Tanah Bumbu, namely: Rindu Alam Beach, Cemara Indah Beach, Angsana Beach, and Pagatan Beach (Armellia, 2016).

The problem that arises in the preservation of tourist attractions is that the local government of Tanah Bumbu Regency has not fully developed and fostered it so that it can be a part of a work program that can increase public insight and knowledge of tourist attractions

which are increasingly experiencing setbacks due to the greater and widespread influence of tourism culture from outside.

In Tanah Bumbu Regency, the most responsible for preserving tourist attractions is the local government itself, either through the agencies that are directly or indirectly related to it. Local governments should make various efforts to manage and preserve the rich and diverse cultural heritage of our ancestors. However, to what extent has been done and this is an important question although the answer does not have to be known, but at least there is a commitment to preserve the attractions of Tanah Bumbu Regency. Preservation in question is preservation in the sense of change that is not static. This is simply because the concept of cultural preservation issues must consider the human element itself which tends to change from time to time.

These all show caution in managing cultural heritage, especially in relation to the world of tourism. With the empowerment of various cultures that we have, it will be possible to use them, even without the role of the government itself, the culture will live and be able to contribute to the economic sector of the community. This is one of the economic alternatives in Tanah Bumbu Regency that supports Regional Income. And it's not too late to fix it from now on. This means that we have also thought about selling services, which is one sector that will be developed in the creative economy phase.

Based on the phenomena that occur in connection with communication, including the occurrence of miscommunication and misunderstanding (misperceptions). The result of good cooperation and communication between existing teams. This assumption indicates that the process of cooperation within the organization in order to create a conducive work environment cannot occur without communication, because these observations indicate a tendency that the biggest problems in an organization are caused by misunderstandings and lack of information. This requires cooperation. Communication always focuses on the similarity of meaning between the parties involved in it. So important is communication in the company's organization that there is an opinion that the work plans made by the leadership with the best results, if not communicated to the subordinates they lead, become useless (Risky, 2018).

Strategy is a plan to achieve goals, but to achieve these goals, the strategy does not function as a road that only provides direction, but must be able to show operational tactics (Clare, 2008). Tourism communication has a biological closeness to the communication and tourism studies that gave birth to it. communication contributes theories of persuasive communication, mass communication theory, interpersonal and group communication theory. while tourism contributes to the field of tourism marketing studies, tourism destinations, accessibility to dynasties and human resources as well as tourism institutions. In terms of the historical growth, constellation and state of the tourism world twenty-five years ago and its development and possibilities in the future, the tourism industry in our homeland, even if it was only a mere "possibility", now seems to have appeared in a real presence.

In terms of reality as a whole, the tourism industry in Indonesia is like a new tree growing, even though it seems that some of these industry segments have clearly yielded results limited in the environment of the tourism industry sector itself (Aldian, 2020). Based on this phenomenon, the Regional Government, in this case the Youth and Sports Tourism Office, re-encourages local content or local resources in Tanah Bumbu Regency, one way is to repackage this tradition into an attractive tourist event and restore the functions and roles of all parties as appropriate, so that the local values inherent in this tradition do not become extinct. Based on the problems above,

the writer is interested in raising research title "Strategy of Coastal Tourism Management in Tanah Bumbu Regency - South Kalimantan".

This is limited by the selected Rindu Alam Beach to be introduced to one of the beach tourism in Tanah Bumbu Regency with its natural beauty and unique tourist objects, facilities at tourist objects that continue to be equipped such as public facilities, children's play facilities, people's entertainment, local communities unite to promote tourism, road infrastructure to tourist objects close to main roads/highways, promote and be known to the public through social media, clean and safe tourist attraction locations.

RESEARCH METHODS

The type of research is qualitative research, a contextual research that makes humans as instruments, and is adapted to a reasonable situation in relation to data collection which is generally qualitative in nature or better known as naturalistic inquiry (natural inquiry). According to Sugiyono (2017) this research is a form of social research that uses a qualitative descriptive format, namely research that aims to describe, as well as summarize the community that is the object of research and seeks to draw conclusions about the actual situation that occurs in the field. draw the reality that exists in the environment. Thus, this study describes, describes the coastal tourism management strategy in Tanah Bumbu Regency, South Kalimantan Province which is factual and systematic.

This research was conducted at Rindu Alam beach in Betung Village, Kusan Hilir District, related to the existence of beach tourism in the local government area of Tanah Bumbu Regency. The main data sources in qualitative research are in the form of words and actions, the rest are additional data, such as documentation and so on. And for the type of data, divided into words and actions, written data sources, photos and statistics. So the data sources contained in qualitative research, researchers use interview and observation techniques as the main data collection, and documentation techniques become additional data sources. And in this study, researchers took two sources of data to compose a study, namely:

1) Primary data sources

Primary data sources are data sources obtained directly from data sources were observed and recorded for the first time. Meanwhile, according to Bungin (2011: 128), the primary data source is the first data source where data is generated. In this study, the primary data source used by researchers to obtain direct information about the perceptions of community leaders is by conducting direct interviews

2) Secondary data sources

While secondary data is data obtained indirectly from the source, but obtained by researchers from a second party. This secondary data is supporting from the primary data owned by the researcher, secondary data is also adjusted to the needs required by the researcher. Sources of secondary data can be in the form of documents, camera documentation results, notes made by researchers in a particular activity. Researchers used this secondary data to strengthen the findings and complement the information that had been collected during direct interviews with community leaders who live in Betung Village, precisely in the Rindu Alam beach environment.

The population in this study were 10 informants consisting of 2 employees of the Department of Youth, Sports and Tourism; The sub population of Betung Village Apparatus, Kusan Hilir District, Tanah Bumbu Regency, namely Rindu Alam Beach; and 5 community

leaders. Data were collected through observation, interviews, documentation, and focus group discussions (FGD). The analytical technique used in this research is descriptive qualitative analysis.

RESULTS AND DISCUSSION

Coastal Tourism Management Strategy in Tanah Bumbu Regency

The development of the tourism sector itself has a strong influence on regional development in the area around tourism objects, because it can act as the main sector industry, namely the leading sector that is able to improve the regional economy of Tanah Bumbu Regency so that it can compete with other regions, especially to increase Regional Original Income (PAD). As well as in improving the economy of the community, especially those in the location of these tourist destinations. In building this tourist destination, a strategy is needed that is able to accelerate the development of tourism at the location of the tourist attraction.

Strategy is a tool to achieve goals. Strategy must be distinguished from the notion of tactics. A strategy is needed so that a plan can be implemented practically and in as much detail as possible, so it must include consideration and adjustment to the reactions of people and affected parties, in this case a strategy is needed that can assist the planning that has been made.

The concept of top-down development planning is a planning approach that applies the method of elaborating the master plan into detailed plans. The detailed plan that is on the "bottom" is the elaboration of the master plan that is on the "top". The sectoral planning approach is often referred to as a top-down planning approach, because the nationally determined targets are translated into activity plans in various regions throughout Indonesia that refer to the achievement of these national targets. In the early stages of development, this planning approach is more dominant, especially because the available development resources are still very limited. The top-down planning approach is a development approach where decision making does not accommodate all the aspirations of the elements in the group, but only emphasizes the decisions of certain sections in the group. Top-down planning is a planning model that is carried out from superiors aimed at subordinates where the one who makes decisions is the superior while the subordinates only act as implementers.

Related to government, top-down planning or top-down planning is a plan made by the government aimed at the community where the community is the only implementer. One of the processes or planning plans that are often carried out in carrying out development plans is to use a bottom-up development system. Bottom Up Planning is a plan that is made based on the needs, desires and problems faced by subordinates together with superiors in setting policies or making decisions and superiors also function as facilitators.

In the field of government, bottom-up planning or down-planning is a plan that is prepared based on their own needs and the government only acts as a facilitator. This approach is an effort to involve all parties from the start, so that every decision taken in planning is their decision together, and encourages full involvement and commitment to implement it. The disadvantage is that it requires a lot of time and effort for planning. The development planning approach Bottom-Up Planning is a plan that is made based on the needs, desires and problems faced by subordinates together with superiors in setting policies or making decisions and superiors also functioning as facilitators. For the government sector, bottom-up planning is a plan that is prepared based on their own needs and the government only acts as a facilitator.

In the context of developing tourism services, the Tanah Bumbu Regency Government has very potential tourism potential to be developed, one of which is Rindu Alam Beach. Its strategic

location and not far from the center of the sub-district capital is a strength that is owned in addition to the beautiful panorama of nature and the sea, so it needs serious attention from the Provincial Government of South Kalimantan and Tanah Bumbu Regency to make Rindu Alam Beach a tourist area that attracts tourists to come. to Tanah Bumbu Regency. There are 3 (three) focused forms of tourism that will be built in the Rindu Alam Beach area, namely: beach tourism, coral reef tourism and mangrove tourism.

This tourism development is expected to be able to increase the Regional Original Income (PAD) of Tanah Bumbu Regency, Village Original Income (PADes) and the welfare of the community around the tourist area. For the development of the Rindu Alam Beach tourist area to become a leading and favorite tourist destination, the Tanah Bumbu Regency Government focuses on its development. Several facilities and infrastructure as well as supporting facilities have been built in the Rindu Alam Beach area.

Village development policies from natural resources and regional potential refer to Article 7 contained in the Village Medium-Term Development Plan (RPJMDes) and in accordance with the mandate of Law Number 6 of 2014 concerning Villages, the purpose of village development is to improve the welfare of rural communities and the quality of human life. and poverty alleviation through fulfilling basic needs, building village facilities and infrastructure, building local economic potential, and utilizing natural resources and the environment in a sustainable manner.

Therefore, in the 2020-2025 period, the medium-term village development plan is directed at increasing village government apparatus and BPD, strengthening the roles and functions of community institutions and strengthening village communities. In addition, development is directed at efforts to develop growth centers to encourage sustainable rural development that has social, economic and ecological resilience as well as to encourage rural to urban linkages.

Basically the tourism industry is directed as one of the mainstay strengths of the development of the foreign exchange-producing economic sector while still paying attention to the preservation of nature and the nation's cultural values. community and develop regional and national literature.

Fostering and preserving the positive historical heritage of regional traditions as well as developing regional arts and art centers so that they are able to develop to the state level and are supported by the development of their infrastructure.

Developing tourism through data collection and arrangement of tourism objects and cultural tourism attractions while still paying attention to environmental sustainability, cultural and religious values supported by adequate infrastructure is part of tourism management (George, 2009). In connection with this, developing integrated educational tourism activities so as to be able to improve the welfare of the community by paying attention to cultural values and environmental sustainability supported by adequate facilities and infrastructure.

Increasing the promotion of regional tourism as well as educational tourism is expected to be able to increase the visits of domestic and foreign tourists so that they have economic added value (Gusti, 2014). Besides that, awareness and active role of the community as well as the ability of human resources and the development of tourism activities that care about the people.

In the context of coastal tourism management in Tanah Bumbu Regency, travel agents have several important roles, including: Designing and marketing coastal tourism management. The function of the travel agency as a tourist travel information center makes it possible to sell coastal tourism management to potential tourists for Cultural and Religious tourism (traditional

arts, traditional houses, historical restaurants/hotels, telu time beliefs) located in Loksado village, Hulu Sungai Selatan district and other villages surrounding.

- 1) Bring in tourists. The ignorance of tourists about the destinations to be visited is the main driving factor for using travel services as a guide. In this case, the travel agency with all the facilities it has plays an important role to "seduce" and mobilize potential tourists from their country of origin to several attractive tourist attractions through the management of coastal tourism in Tanah Bumbu Regency.
- 2) Minimize the impacts caused by tourists. The travel agency must provide pre-tour information, literature, or other guidebooks about things that should and should not be done while in a tourism destination to avoid negative impacts on the environment and socio-cultural life. local community. Local tour guides play an important role in tourism development. Tourists who are brought in by travel agencies will then be guided by guides to tourist attractions. As the spearhead of tourism development, local guides must have competence (licence) and more knowledge about the existing tourism potential through the management of coastal tourism in Tanah Bumbu Regency.
- 3) Thus, they will be able to explain all the curiosity of tourists and avoid misunderstandings in providing information that can damage the image of regional tourism.

Through the management of coastal tourism in Tanah Bumbu Regency, Tanah Bumbu Regency, which is dubbed the city of a thousand rivers in principle, is very useful for people's lives so it is interesting to write a paper that can briefly describe its existence. The increasing activity of the community in the trading business through river transportation services, of course, has various impacts on increasing the income of the community around the area where the river is used according to their needs, it will indirectly affect the economy of the people who are in it, therefore its existence is increasingly having The prospect is bright because along with people's routines who use the river for their daily needs, as well as trade and livelihood activities, this activity has become natural and cultural tourism without realizing it. One of them is the culture of the people who use the coast as a means of trade or better known as through the management of coastal tourism in Tanah Bumbu Regency.

A new policy oriented towards future demand, based on technical forecasts, should be implemented, and should further reflect on the marketing techniques to be used, and on the proper use of tourism resources and planning accordingly. benefits its development to be able to meet the various tastes and fashions of the people (Yoeti, 2012; Wahab, 2016).

The management of the Rindu Alam Beach infrastructure has been carried out since its appointment in 1976, covering various main area management activities, such as planning, strengthening the area, managing regional potential, as well as developing integration and coordination.

Complementary facilities for other activities carried out are places of comfort for visitors so that the activities of protecting and securing areas and resources aim to prevent potential damage to the area due to activities of visitors or people living around/in the area, as well as providing a sense of security for tourists. These activities include security patrols, law enforcement and other preventive efforts. For the smooth operation of protection and security, it is necessary to provide adequate facilities such as guard stations, patrol roads, communication facilities and other supporting facilities. Apart from that, efforts to improve coordination and cooperation with local government officials such as the forestry service in the regions are also needed.

1) Promotion Development

From a small development, the development of superior tourist objects and attractions in the Tanah Bumbu Regency such as the management of Rindu Alam Beach tourism, to being able to be promoted via the internet, making brochures, participating in tourist events and others.

2) HR Development

There is still a lack of public knowledge about tourism, and it is necessary to increase and develop human resources (HR) of the community who are in the tourist attraction environment by providing general and technical knowledge of tourism in tourism. In particular for people who work on business in tourism facilities and services.

3) Increase partnership cooperation.

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Increasing cross-sectoral cooperation which has been somewhat lacking with related agencies and the Tanah Bumbu Regency government in the context of developing objects and attractions for the management of Rindu Alam Beach tourism. We can see the beauty of the sunset panorama on the Rindu Alam Beach tour. The sunset from the bridge can be captured by taking a picture from the camera. Enthusiasm from the immigrants themselves is quite a lot from the immigrants from Surabaya and Semarang. There is no doubt that Tanah Bumbu Regency, which had almost never been known to exist, is now starting to become famous all over the world.

SWOT analysis is the identification of various factors systematically to formulate a company strategy, according to Rangkuti (2016: 188) SWOT stands for the internal environment strengths (strengths) and weaknesses (weaknesses) as well as the external environment opportunities (opportunities) and threats (threats) faced in the business world. Analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats.

The strategic decision-making process is always related to the development, goals, mission, and policies of the company. Thus strategic planning must analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) in the current conditions (Hutapea, 2017). In formulating a strategy for developing a tourist attraction on Rindu Alam beach, the author also conducted a SWOT analysis to analyze development prospects based on the strengths, weaknesses, opportunities, and threats that exist on the Rindu Alam beach as shown in below.

Based on the SWOT matrix above, it can be described as follows:

1) Strength (S)

a) Beautiful panorama

The strength of the Rindu Alam beach tourism object can be seen from the beautiful natural panorama, the natural potential that supports the existence of Rindu Alam beach tourism object as one of the tourist attractions in Tanah Bumbu Regency. According to Darullah (2019); Nurhikma (2020) the natural beauty reflected in the beach and shady trees around the tourist attraction is the main attraction for tourists.

b) Distance to tourist attractions that are close to the city

The location of Rindu Alam beach is very easy to reach from the City of Tanah Bumbu, the distance from the City of Tanah Bumbu is approximately 14.2 km by using a private vehicle because public transportation is not yet available. There are not many intersections that must be passed that will take tourists to the location. The trip to Rindu Alam beach also has beautiful views such as stretching green rice fields.

2) Weaknesses (W)

a) Budget constraints

In the development of tourism objects, one of the important factors that determine whether or not the development is progressing is the issue of funds. If funds are available then development can run smoothly but otherwise development will be hampered. The Rindu Alam beach tourism object also experienced this problem, this is because the development and construction funds for the Rindu Alam beach tourism object still rely on APBD funds. The limitations of the APBD have made the construction and development of the Rindu Alam beach tourism object stalled.

b) Lack of professional manpower in tourism object management.

Managerial is a component needed for all business activities. Good management in promotion, planning, and marketing greatly influences the success of efforts to increase visitor flow. However, the management of the Rindu Alam beach attraction still looks unprofessional. This may be due to the lack of quantity and quality of the existing workforce so that they do not master the problem.

c) Promotion of tourist objects that are still lacking

Tourism promotion in Tanah Bumbu Regency is still classified as ineffective because it is only limited to promotion through banners or events that cannot reach the wider community, especially to foreign countries, this is exacerbated by the absence of promotions carried out through the website, due to the unavailability of a special website. managed by the Department of Tourism, Youth and Sports of Tanah Bumbu Regency.

3) Opportunity (O)

In the development of the Rindu Alam beach tourism object, there are various opportunities that can encourage development, including: Regional autonomy provides the flexibility to develop tourism potential, the number of tourists who want to visit, investors or the business world who want to cooperate (sponsor)

4) Threat (T)

In every development effort, there must be threats that can hinder the development process if a solution is not sought. The following are some of the threats found in the Rindu Alam beach attraction: the development of other tourist objects that increase competition, awareness of the surrounding community in maintaining the facilities and infrastructure provided, beach damage due to abrasion.

Based on Tanah Bumbu Regent Regulation Number 28 of 2015 and amendments to Tanah Bumbu Regent's Regulation Number 63 of 2017 concerning Amendments to Regent's Regulation Number 28 of 2015 concerning Establishment of Integrated Regional Leading Tourism Destinations for Tanah Bumbu Regency. The tourism destination is a geographical area that is in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

Regional Leading Tourism Destinations (DPUD) are one or more tourist destinations in the Regional Tourism Corridor that have potential tourism resources and have an important influence on economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity and regional competitiveness. . While the Regional Tourism Corridor (KPD) is a geographical area that is in one administrative area in which there is a regional tourist attraction. The Tourism Development Area (KPP) is an area located in the Regional Tourism Corridor which includes several tourist areas which include a collection of several tourist objects/attractions into a unified tourism development area.

The determination of an integrated DPUD is carried out through a process of coordination and consultation as well as policy synchronization between the Tanah Bumbu Regency Government and the South Kalimantan Provincial Government by involving local stakeholders. DPUD in an integrated manner are: a. Angsana beach tourism area; b. the beach tourism area misses nature; c. Pagatan city beach tourism area; d. Siring Pagatan beach tourism area; e. beautiful pine beach tourist area; f. the coastal tourist areas of Kampung Baru and Tanjung Evening; g. the tourist area of Pulau Sewangi; h. Loban river coastal tourist area; i. the tourist area of the vinegar river crocodile stone ride; j. burrow cave natural tourist area; k. Batu Basuhud cave natural tourism area; l. the tourist area of the vinegar river rest area.

The development of an integrated DPUD by the regional government is carried out based on a development policy which includes: a. master plan; b. detailed plans; and c. action plan. (2) Plan for integrated development of DPUD facilities in Featured Tourism Areas, as follows: a. tourist accessibility facilities/road paving and/or transportation; b. monitoring tower facilities; c. restaurant facilities; d. management office facilities; e. roundabout facilities, mascot letters and roundabout parks; f. parking facilities; g. gazebo, pavilion and stage facilities; h. open garden facilities/ open stage; i. promenade facilities/ a place to walk on the water's edge/ the coast; j. water bike game facilities, and others; k. coastal siring construction facilities; l. sky/benana bot security facilities; m. accommodation facilities; n. tourist information center facilities; o. shelter / rest; p. telecommunication & internet facilities; q. souvenir center facilities/ food/ travel

equipment; r. tour organizer facilities; s. medical facility; t. art building facilities; u. museum facilities.

Factors That Are Obstacles to Coastal Tourism Management in Tanah Bumbu Regency

In an effort to manage coastal tourism in Tanah Bumbu Regency, it is not as easy as expected because there are many factors that hinder it as an obstacle to revive and develop through the tour packages offered and this is indicated by the following:

- 1) Management of coastal tourism in Tanah Bumbu Regency requires budget planning for its development. However, until now the required funds have not been planned in accordance with the development objectives themselves, including for the benefit of capital for existing traders. This assumption is an illustration of the potential through the management of coastal tourism in Tanah Bumbu Regency, one of which is due to the traffic of large and small ships going back and forth or those who want to dock at the pier.
- 2) Management of coastal tourism in Tanah Bumbu Regency occurs naturally because the life and culture of the people of Tanah Bumbu Regency are inseparable from water and the coast, so that buying and selling activities and markets can occur, but over time these activities begin to fade apart from regeneration. from traders plus the lives of the surrounding community who want everything to be easy and practical.
- 3) Lack of coordination of competent parties in this case vertical coordination with the Provincial Government of South Kalimantan as well as horizontally with related agencies or services and externally with the community so that participation in helping smooth development work is hampered. For example, the problem of developing tourism objects in Tanah Bumbu Regency is still a lot that has not been included as a priority for tourism in South Kalimantan Province, the South Kalimantan Provincial Party prioritizes it. Meanwhile, the related agencies, especially the handling of road infrastructure or the cleanliness of location objects, are still not well coordinated. While participation with the community is more related to the existence of tourist objects as places for buying and selling activities.

As stated in the previous explanation, there are many things that must be addressed for the management of coastal tourism in Tanah Bumbu Regency in the future, so that the object can still be maintained as a Tourism Icon in South Kalimantan, especially Tanah Bumbu Regency, as well as changes in the attitude of traders and their generations to maintain and continue the activities of having a market on land, lack of capital from traders, lack of facilities and others and the Tanah Bumbu Regency Government has tried to fix and organize the management of coastal tourism in Tanah Bumbu Regency with activities in the form of improving the tourist pier facilities in a simple way, making an approach and talks with traders and tourism actors and hold regular art performances at the Tourism Pier which is close to the location to enliven it. However, with this activity alone, it is certainly not enough that more intensive efforts are needed, for this reason collaboration is needed with other parties such as the South Kalimantan Provincial Government through the Disbudpar, and the Minister of Cooperatives and Manpower to empower traders in Tanah Bumbu Regency and finally during the Borneo Rakon Festival or The Kalimantan-wide Tourism Exhibition in Tanah Bumbu Regency, the Minister of Culture and Tourism of the Republic of Indonesia, had the opportunity to open the event.

Solutions That Have Been Done

There is often mutual suspicion between one resident and another, because they do not know each other, both in terms of customs, historical culture, customs and differences in social levels. Visiting each other through travel can reduce or eliminate mutual suspicion and social jealousy, due to communication and getting to know each other. However, it is necessary to understand the negative impacts that may arise due to tourism development in order to reduce or eliminate them. Undesirable impacts due to the development of tourism in an area can involve economic, socio-cultural, political and environmental aspects such as:

- a) The prices of goods or services increase due to the large number of visitors to an area and region. Tourists are always thought to bring a lot of money, land prices rise, due to tourism facilities and factors such as hotel construction, recreational parks, golf courses and so on will tend to develop.
- b) Residents, especially the younger generation, can filter or select the lifestyle of tourists, imitating the way of dressing, eating and way of life that is not in accordance with the culture and personality of our own nation and will know more about the negative impact.

The purpose of coastal tourism management in Tanah Bumbu Regency is to restore existence. Management of beach tourism in Tanah Bumbu Regency as a tourism icon in South Kalimantan, especially Tanah Bumbu Regency whose existence is fading every day, requires concrete actions both from the role of the private sector and the community as a whole, namely by increasing comfort and convenience. security for tourists so that they can enjoy holidays or recreation at tourist objects. With the efforts to manage coastal tourism in Tanah Bumbu Regency in relation to assistance from the Central Government (Ministry of Culture and Tourism) in the form of tourist boats (Klotok Wisata) it can facilitate access for tourists who want to take a river tour (City Tour) in Tanah Bumbu Regency. With the existence of ships and boats (Klotok Wisata) which are specially made to give new nuances and splendor in the development of tourism businesses in Tanah Bumbu Regency, through City Tour Air, PHRI and the Travel Bureau will invite Indonesian and foreign tourists to visit tourist objects in Tanah Bumbu Regency.

In addition, the influence of the role of coastal tourism management in Tanah Bumbu Regency in providing guidance to the development of tourism packages, as well as with related sectoral parties such as from the Village level to the Province in terms of synchronizing the actions of work procedures according to the objectives of tourism development itself. This requires a coordination network that is full of ideas, opinions and suggestions in order to facilitate cooperation with the community in achieving goals that are going well and are an integral part of the management of coastal tourism in Tanah Bumbu Regency which is provided both internally and externally. organization.

With a good communication network, the implementation of coastal tourism management activities in Tanah Bumbu Regency in a single unit will run effectively and efficiently, especially in terms of fundraising which is used as a means to make improvements and development of tourism objects as a basis which is carried out according to the objectives.

CONCLUSION

Based on the results of observations and research as a whole, the coastal tourism management strategy in Tanah Bumbu Regency has basically been implemented optimally because it is part of the importance of the tourism industry. The Rindu Alam beach tourism object for the

Department of Tourism, Youth and Sports, Tanah Bumbu Regency is assessed and managed in an integrated manner as a leading regional tourism destination. However, objects and attractions that are contributed to development in the tourism sector need to receive great attention, especially regarding the role of beauty and natural scenery that has only existed in Tanah Bumbu Regency.

Obstacles affecting the management of coastal tourism in Tanah Bumbu Regency are due to: (a) the budget spent on the management of coastal tourism in Tanah Bumbu Regency has not been programmed because it is considered natural because the life and culture of the people of Tanah Bumbu Regency are inseparable from water and the coast. , (b) the impact of business activities on the management of coastal tourism in Tanah Bumbu Regency has not been calculated and (c) weak coordination so that it has not been able to increase cooperation to carry out development including supporting facilities that support activities are not so adequate.

Alternative solutions to the problems of each constraint are (a) increasing the budget through (i) revamping and budgeting which requires a change in the attitude of traders and their generations, (ii). maintain and continue tourism activities including helping capital for traders in the tourism area, (iii) increasing the budget for the purpose of adding facilities and others for the advancement of tourism and the Tanah Bumbu Regency government, (2) calculating the impact of tourism development (a) obtaining economic benefits and social, and (b). improve community efforts, especially for souvenirs, (3) improve coordination by: (a) increasing vertical and horizontal coordination in an effort to establish cooperation so that it can be contributed in a harmonious and integrated manner, (b) cooperation with other parties competent with development in the field of tourism, (c) continuously evaluate the results obtained in order to use partnerships as a means of generating tourism.

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