

The Role of the Tourism Office in Increasing Regional Original Income in the Maritime Tourism Sector

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Abstract

The formulation of the problem in this study is what is the role of the Tourism Office in increasing regional original income in the marine tourism sector in South Aceh Regency, what are the obstacles to the Tourism Office in increasing Regional Original Revenue in the marine tourism sector in South Aceh Regency. The research method used is a qualitative method, and data analysis techniques use descriptive qualitative. Data collection was obtained from observation, interviews and documentation. The research results show that the development of marine tourism areas in South Aceh District aims to increase local revenue by developing tourism objects by maximizing marine tourism object areas in South Aceh District. The role of the Tourism Office is as a facilitator in terms of increasing the number of tourists and carrying out technical policy studies, coaching, implementing sustainability, developing tourism products, tourism businesses, the obstacles to the Tourism Office in increasing Regional Original Income in the marine tourism sector in South Aceh Regency include: lack of public awareness, lack of quality human resources, limited budget (funds), not yet optimal facilities and infrastructure, lack of partnership programs with the government and private

Keywords: Tourism Departement; Regional Income (PAD); Maritime Tourism.

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INTRODUCTION

Economics covers various aspects of the life of the state which can be used as a benchmark for the welfare of a region, one of which is tourism which can help improve the economy of both the people directly and the government that supports the tourism sector. A region or area must look at the basic principles that will be achieved in increasing Regional Original Income (PAD). One of the efforts that must be made is to increase prosperity and equitable distribution of income, then take the right step, namely by establishing policies that lead to an increase in Regional Original Income (PAD) in an area, in accelerating economic growth (Purnomo, 2016).

To accelerate economic growth in all regions, it is important to determine which areas can support economic growth with all the potential they have, namely the Marine Tourism Sector (Pestoff & Hulgård, 2015). It is hoped that the marine tourism sector can contribute to increasing regional income and where we know the maritime tourism sector has recently been in great demand for development by countries that have tourist objects that can be sold, including Indonesia, especially Tapak Tuan District, South Aceh which has many tourist objects, especially natural and cultural tourism (Nasruddin & Misaridin, 2014).

There are many tourist objects in the Tapak Tuan Regency, South Aceh, of course, can support the increase in Regional Original Income (PAD) for Tapak Tuan Regency, South Aceh. The tourist objects in Tapak Tuan Regency, South Aceh have the potential to be developed, this is due to their geographical factors, apart from that there are many other tourist objects in Tapak Tuan Regency, South Aceh, natural, culinary, historical, cultural and tourist attractions. developed religion. The potential of Tapak Tuan Regency, South Aceh can be developed into a tourist area, besides that it is important to pay attention to the area of South Aceh which has the most beautiful beach area in the entire province of Aceh.

In Tapak Tuan Regency, South Aceh there are many interesting tourist attractions/objects to visit, including: 1. Tapak Tuan Tourism, 2. Mount Lampu, 3. Grapela Peak, 4. Gemilang Peak, 5. Mount Mata Angin Peak (Panorama) Hatta), 6. Level Seven Waterfall, 7. Lhok Rukam Beach, 8. Cemara Ujung Batu Pasieraja Beach, 9. Panjupian Baths, 10. Dragon Statue, 11. Pala Tapak Tuan Park, 12. Batu Putri Batupang Tourism Object / Pensive , 13. Thousand Steps Waterfall, 14. Ceurance Beungkuang Waterfall, 15. Istiqomah Tapak Tuan Mosque, 16. Dua Bakongan Timur Island, 17. Lhok Nibong Beach, before the tsunami disaster was a very beautiful and interesting place. Along the road on the beach lined with coconut trees and cypress trees, there are many rest areas such as cafes. The view in the afternoon is very beautiful, where you can see the sunset at dusk (Kuncoro, 2023).

The government of Tapak Tuan Aceh Selatan Regency must pay attention to supporting aspects in developing tourist areas, such as the facilities needed by visitors who want to travel in these places, so that tourists are more comfortable and feel at home, as it is hoped that the more tourists who come, the greater the donations. obtained for the region (Mswaka & Aluko, 2015).

According to Narita & Warjio (2016) for the regions, tourism development will also increase Local Own Revenue (PAD), both from hotel and restaurant services and Value Added Tax (VAT) from consumer goods. Other income is Land and Building Tax (PBB), motor vehicle tax, clean water, waste management, parking and so on. As time goes by, the development of the tourism object area is increasing, and that is followed by the large number of tourists who come.

Ojiselvia's research (2020) on the Role of Marine Tourism in Increasing Local Government Turnover and the Simeulue Community's Economy shows that in general the role of marine tourism has a positive impact on the community and local government. Community statements indicate an increase in terms of income and business related to tourism activities in Simeulue Regency (Kartasasmita, 2001). In addition, tourism activities provide considerable employment opportunities for local people and people from outside the Simeulue Regency area. The increase in revenue also occurred in regional revenues, especially from the trade, hotel, restaurant and resort sectors. Thus it is necessary to revamp marine tourism objects that take place in Simeulue Regency with the aim of increasing the interest and attractiveness of tourists so that Simeulue Regency remains famous for its tourist objects.

Several studies, such as the Role of the Tourism Sector in Regional Original Income (PAD) in Lampung Province by Zulmi (2018) concluded that the number of hotels, the number of restaurants, and the number of tourist visits have a significant effect. Meanwhile, the number of tourist objects has no effect on local revenue, because there are still many tourist objects managed by the community and not yet fully managed by the local government. Another study, namely the Role of the Tourism Sector in Increasing Regional Original Income of the City of Palopo in the work of Ahmar, et al (2016) shows tourism in increasing the Regional Revenue of the City of Palopo. Stating that the total income of the tourism sector has increased and decreased each year due to the factor of the number of tourists which is not based on the results of a simple regression analysis, the correlation coefficient between tourism levies and Regional Original Revenue of Palopo City is 70%. This influence shows that between the two variables has a strong and positive relationship.

Regarding regional levies in Regional Original Revenue (PAD), South Aceh which has natural resource potential can utilize this potential as a source of regional taxes/levies in the form of tourist objects (Haeba et al., 2021). The government of Tapak Tuan Aceh Selatan district realizes that the tourism sector is not the biggest contributor to regional income, but if we use it properly and manage it seriously, it is not impossible that this sector can become the biggest contributor to local revenue, this is supported by sufficient natural and cultural arts potential. large, coupled with the vision of the Banda Aceh Provincial Government that the Tapak Tuan District Government of South Aceh can use it to increase Local Own Revenue. Therefore, the aim is to analyze the Role of the Tourism Office Obstacles of the Tourism Office in Increasing Regional Original Income in the Marine Tourism Sector of South Aceh Regency.

RESEARCH METHODS

The research entitled The Role of the Tourism Office in Increasing Regional Original Income in the Marine Tourism Sector of South Aceh Regency uses a descriptive qualitative method. Research with a descriptive qualitative format aims to describe, summarize, various conditions, various situations, or various social reality phenomena that exist in society which are the object of research, and seeks to draw that reality to the surface as a characteristic, character, trait, model, sign, or description of certain conditions, situations, or phenomena (Bungin, 2007).

Sources and data collection techniques in this study are adjusted to the focus and research objectives. The research data consists of primary data obtained directly by researchers from research subjects through observation, documentation and interviews (Narbuko & Achmadi, 2015). Furthermore, secondary data is obtained from certain sources such as research reports, journals and others.

According to Bungin (2007) the qualitative data collection method that is most independent of all data collection methods and data analysis techniques is: Observation, namely the study or observation of a problem which is carried out directly and systematically by researchers. Observations on the Role of the Tourism Office in Increasing Regional Original Income in the Marine Tourism Sector of South Aceh Regency. Interviews were conducted by researchers to the Head of the Maritime Tourism Sector of South Aceh Regency, Head of the Maritime Tourism Sector of South Aceh Regency, Kasie of the Maritime Tourism Sector of South Aceh Regency, Staff of the Maritime Tourism Sector of South Aceh Regency, 5 community members. Documentation is carried out by collecting evidence in the form of notes and documents relating to the Role of the Tourism Office in Increasing Regional Original Income in the Marine Tourism Sector of South Aceh Regency.

In this study, data were obtained from various sources using a triangulation technique (a combination of observations, interviews and documentation) and was carried out continuously until the data was saturated. The qualitative data obtained was analyzed using the Miles and Huberman analysis model. Miles & Habermann (1992) suggests that activities in analyzing qualitative data are carried out interactively and continuously until they are complete so that the data is saturated. Activities in data analysis include: data collection, data reduction, data display, drawing/verification



RESULTS AND DISCUSSION

The Role of the Tourism Office in Increasing Regional Original Income (PAD) in the Maritime Tourism Sector of South Aceh Regency. The tourism office is a part of the Regional Apparatus in the government system of South Aceh Regency which has the role of managing regional government affairs, especially in the field of tourism in South Aceh Regency. In accordance with the duties and functions of the South Aceh Regency Tourism Office, it has a very big role, especially in the development of marine tourism in South Aceh Regency.

Stabilizer. The government's role is to realize that change does not turn into a social upheaval, moreover that can become a threat to national integrity and national unity and unity. This role can be realized in various ways, including: high selective ability, an elegant but effective socialization process, through education, a persuasive approach and a gradual but continuous approach. From the results of interviews with informants, it can be concluded that regional original income in the field of marine tourism in South Aceh Regency is a regional development effort as well as a part of the development of South Aceh Regency which cannot be separated from the principle of regional autonomy. Regional autonomy requires regions to be creative in finding sources of revenue that can finance regional government expenditures in the context of administering governance and development.

Innovator. In playing the role of innovator, government as a whole must become a source of novelty. So the preconditions that must be met in order to effectively play its role, the government needs to have a high level of legitimacy. A government that has a low level of legitimacy, for example because it "wins" in a power struggle or because it goes through dishonest and unfair elections, will find it difficult to offer its innovations to the community (Jaswadi, 2016). Three things that absolutely get serious attention are the application of innovation in the bureaucratic environment first, conceptual innovation, system innovation, work procedures and methods. From the results of the interviews, it can be concluded that the development of marine tourism areas is an effort by the South Aceh District government to develop marine tourism objects by maximizing areas or parts of marine tourism objects in South Aceh District. The role of the Tourism Office is as a facilitator in terms of increasing the number of tourists and carrying out technical policy studies, coaching, implementing sustainability, developing tourism products, tourism businesses, and empowering marine tourism communities or coastal communities.

Modernizer. Modernization is carried out through development, every country wants to be a strong, independent country, treated as an equal by other countries. To realize this, it is necessary, among other things: mastery of knowledge, managerial skills and skills, the ability to process natural resources so that they have high added value, a reliable national education system that produces productive human resources, a solid foundation for political life and democratic, has a clear vision of the desired future so that it is future oriented (Clarke, 2005). From the results of interviews in the field, it was concluded that the development of marine tourism in South Aceh Regency was an effort made by identifying the desires or needs of tourists who were consumers of marine tourism services, so the South Aceh Regency government through the Tourism Office continued to carry out tourism development, especially marine tourism to increase locally-generated revenue.

Pioneer. As a pioneer, the government must be a role model for the whole community. Pioneering in the form of positive things such as pioneering in working as productively as possible, pioneering in upholding justice and discipline, pioneering in caring for the environment, culture and society, and pioneering in making sacrifices for the sake of the country. From the results of the interviews, it can be concluded that the development of marine tourism in South Aceh Regency carries out planning for the management of tourism objects that are gathered in the special economic zone program so that it is more focused and the improvement of travel agents for tourists must be increased, especially on a local, national and international scale.

Self Executor. Although it is true that the implementation of various development activities is a national responsibility and not a burden solely on the government, due to various considerations such as state security, limited capital, inadequate capacity, because people are not



interested in it and because constitutionally it is the duty of the government, it is very likely that there will be various activities that cannot be left to the private sector but must be carried out by the government itself (Byerly, 2014). From the results of the interviews, it was concluded that the South Aceh District Tourism Office is making various efforts to increase regional original income through marine tourism as well as by improving the quality of tourism products in the form of services, attractions and other tour packages that aim to have strong competitiveness. Improving the quality of this tourism product is one of the efforts made by the South Aceh Regency government in developing marine tourism potential.

Obstacles to the Tourism Office in Increasing Regional Original Income (PAD) in the Maritime Tourism Sector of South Aceh Regency

Public Awareless. The people of South Aceh Regency are still not ready for the changes that are happening in the world of tourism. Public perception is still negative towards business or the tourism service industry. Even though developments in the tourism sector cannot be separated from entertainment services that have an attraction for tourists. Then the lack of public awareness about environmental cleanliness, because the main complaint of tourists is garbage that is scattered everywhere. This is of course very influential on tourist interest, because the convenience of a tourist spot is a major factor in terms of tourism services.

Poor Quality of Human Resources. The number of education figures for the South Aceh region is still very minimal. So that the quality of human resources is very minimal. Poor or low quality of tourism business management resources will have an impact on the low quality of tourism management, the quality of service which will result in a decrease in the number of tourists.

Limited Budget (funds). Limited funds will definitely affect tourism development because development is not optimal in South Aceh District. Business development in the tourism sector, the South Aceh District Government requires substantial funds, namely funds for the development of tourism objects, facilities and infrastructure that support tourism activities, human resources managing tourism and others. Funds are a very important factor in supporting tourism activities.

Facilities and Infrastructure Not Optimal. Road conditions and public transport between tourist areas. The lack of transportation is one of the obstacles to attracting tourists. It is undeniable that the transportation route in South Aceh District, which is the southwestern region of Aceh Province, still lacks the rate of transportation entering South Aceh District, which is different from other districts/cities in Aceh, where transportation access is easier because it connects to Banda Aceh City. and Medan. If access to tourism objects is very difficult, it is likely that tourists will be discouraged from visiting tourism objects in South Aceh District.

Less partnership programs with the government and the private sector. The lack of partnership programs between the government and the private sector, especially in capital or investment and promotion, will become an obstacle in terms of tourism development in South Aceh District. Because a business cannot be separated from the name of an investor. The more investors who invest or invest, the better it will be for regional development and development, especially for the marine tourism sector.

CONCLUSION

The role of the Stabilizer government is to realize that change does not turn into a social upheaval, moreover that can become a threat to national integrity and national unity and integrity. In playing the role of innovator, the government of South Aceh District as a whole must be a source of new things. The role of Modernizers, to increase tourist attractiveness, strategies such as improving the quality of tourism service products by the government and the private sector as a whole such as accommodation, itineraries and lodging, develop events originating from the community, both traditional events and modern or traditional events that are packaged in an organized way. modern and spatial and environmental planning of South Aceh District in favor of the development of the marine tourism sector. As a pioneer, the government of South Aceh District

must be a role model for the whole community. Pioneering in the form of positive things such as pioneering in working as productively as possible, pioneering in upholding justice and discipline, pioneering in caring for the environment, culture and society, and pioneering in making sacrifices for the sake of the country. In the development of marine tourism in South Aceh District, it is necessary to increase human resources, including: increasing knowledge, experience and awareness of all parties on tourism issues and efforts to utilize the potential of marine tourism for community welfare, increasing technological and foreign language skills for guides tours (tour guides) in serving visiting domestic tourists as well as increasing mastery of information and reporting on the development of tourist data for tour guides. The South Aceh District Government through the Tourism Office in promoting marine tourism in South Aceh District coordinates with various other agencies. Obstacles to the Tourism Office in increasing regional original income (PAD) in the marine tourism sector in South Aceh Regency include: Lack of Public Awareness, Lack of Quality Human Resources, Limited Budget (funds), Not yet optimal Facilities and Infrastructure, Lack of partnership programs with the government and the private sector.

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