

**ACCOMMODATION BUSINESS DEVELOPMENT STRATEGY
IN POST PANDEMIC MARITAL TOURISM DESTINATIONS
(CASE STUDY OF DUTUNGAN ISLAND IN BARRU DISTRICT, SOUTH SULAWESI PROVINCE)**

Kurnia Yusniar Rahman
niaaulra@gmail.com

Abstract

This study aims to (1) determine the significant influence factors for the development of the post-pandemic marine tourism accommodation business and (2) formulate a strategy for developing a marine tourism accommodation business on Dutungan Island, Barru Regency. The research method used in the study was quantitative descriptive using primary data obtained from interview techniques and questionnaires on related informants and tourists using qualitative methods using secondary data analyzed by the SWOT method. The formulation of the marine tourism development strategy is the development of tourist accommodation with the middle class tourist market segment, maintaining the naturalness and cleanliness of the beach, expanding business opportunities, collaborating with travel agencies, disseminating information and promoting tourism, making customs as one of the tourist attractions, procuring tourist transportation to marine tourism, training professionals in the field of tourism and increasing the role of local communities in maintaining security.

Keywords: accomodation, development, strategy, tourism destination

INTRODUCTION

Tourism is one of the important income-contributing sectors to the country's economy According to Suryadana "Tourism is all types of tourism activities in which there are facilities and infrastructure as well as services established by the community, entrepreneurs and the government". The tourism sector is a system consisting of components that not only include accommodation services but also tourist objects and attractions so that these components are an inseparable unity and influence each other in increasing the flow of tourist visits, both domestic and foreign tourists.

Article 1 of Law No. 10 of 2009 concerning tourism states that tourism is a travel activity carried out by a person or group of people by visiting a certain place for recreation, personal development or exploring the uniqueness of tourist attractions visited in a temporary period. While tourism is a variety of tourist activities

supported by various facilities and provided by the community, entrepreneurs and local governments.

The COVID-19 pandemic has had a major impact on the tourism sector and creative economy in Indonesia. You could say the last two years have been one of the biggest challenges for tourism accommodation or hospitality industry players in Indonesia, Entering early 2020 the development of tourism decreased dramatically, due to the spread of the covid-19 virus which spread to almost all parts of the world, including Indonesia, Since the covid-19 pandemic was declared a global pandemic, the Indonesian government issued various policies to anticipate the possibility of spread *covid-19* in Indonesia.

Tourism is one of the focal sectors of development in the future, where tourism as an important part of the future creative economy design that can be a promoter and encouragement of the macroeconomy in Barru Regency and even become the direction of the development sector. The

tourism sector that is currently handling has experienced a period of change and development. However, this does not mean that the development of tourism has run optimally. Because it turns out that until now the changes and changes in question have not reached the birth of a form of comprehensive tourism development and support all potentials that live and develop in the midst of society.

The challenges and obstacles faced by local governments in tourism development strategies are many unexplored tourist attractions that can be explored.

Develop due to the limited ability of the community in planning and developing tourist attractions into tourist destinations. The community empowerment approach through training activities aims to increase the capacity of the community to independently be able to identify tourism problems, potentials and needs for tourism development and development, as well as conduct socio-economic and environmental impact analysis studies of tourism area development, and promote tourist areas to attract tourists.

Tourism in Barru Regency is an area with quite a lot and diverse types of tourist attractions to be developed into an independent, sustainable and environmentally friendly tourist area. One of the advantages in Barru Regency is a variety of tourist attractions ranging from plants, animals, and cultural wealth that can be introduced and also developed. However, with the existence of several tourist attractions, not all experience the same development, there are still many attractions in this area that have not been managed optimally such as the lack of data related to the location of tourist attractions, facilities, accessibility, and lack of promotion of the attractions themselves.

Currently there are beach attractions in

Barru Regency which are favorites that are often visited by tourists, namely in the Mountains and Beaches or coastal areas that have an attraction, namely a meeting place between fresh water from mountain springs, types of white sandy beaches, clear sea water and still much more, and beaches on Tunuan Island in Barru Regency which has the attraction of white sand along the coast, Clear sea water, coconut trees that grow parallel on the beach, and also rocks that are naturally uniquely shaped due to waves and no less interesting is the growth of several species of *avicennia* (fire-fire) mangroves, and so on. In this case, the development of beach tourism in Barru Regency is very important to be developed because it has a very large effect of increasing visitors.

Tourism is the increasing economic status of residents because it opens up job opportunities for the people more or less for example the availability of accommodation or lodging facilities, trading, rental of swimming and diving senses. Through these economic activities, the income and welfare of residents increase. In addition, based on economic improvement, the existence of tourist attractions can also increase cultural values that other regions do not have and as a selling point for visitors who want to enjoy the tourist scenery and cultural values that exist.

Tourism objects can be a source of regional income which is a major factor in increasing development in Barru Regency. With the existence of tourist attractions, it is able to provide original income for the community and is also able to reduce unemployment around the tourist attraction. However, there is still a lack of support from the local government, it can be seen from the lack of tourists, both local and outside the area, and tourist attraction facilities that have not been fulfilled properly.

Thus, the development of accommodation on Dutungan Island tourist

attraction in Barru Regency really needs to be developed again in order to become the main tourist destination that is most in demand by local and foreign tourists. So that accommodation and lodging facilities are also growing because of the large number of guests who come to stay. Therefore, a strategy is needed to develop accommodation facilities in objects, especially marine tourism that is really carefully prepared accompanied by good handling, the government must also play an important role as supporting the smooth activities of a tourist attraction and the management of accommodation facilities and infrastructure at the tourist attraction itself and the community. In addition, the role of the community is also very necessary so that the development of post-pandemic accommodation facilities on the Dutungan Island tourist attraction can be realized properly.

Therefore, the right strategy is needed so that the development of accommodation in existing tourist attractions can develop optimally. Analysis of the development of industrial competitiveness.

Tourism especially accommodation is important to do. The results of the analysis can show the strategy of post-pandemic marine tourism development by looking at the participation of accommodation services and other supporting facilities in the development of marine tourism. post-pandemic accommodation at tourist attractions. The accommodation business development strategy must be maximized in the existing tourist attraction area. So that we can find out the driving and inhibiting factors that affect the tourism industry is also needed. This analysis aims to see what factors or variables have a significant influence on the development of the accommodation business in marine tourism on Dutungan Island, Barru Regency. So that it can help management, local governments

and local communities to make policies by making the results of this analysis as a reference.

The development of tourist areas is principally part of national development development activities. Where the tourism sector is one of the sectors that contributes greatly to the increase in the country's foreign exchange. Therefore, this sector is a sector that plays an important role in development. The tourism sector is a sector that requires the government to give a large share in its management.

Development theory that can be used as a guide study in understanding the meaning of development is to use the theory of "change". The theory of change introduced by Samuelson (1987) states that the basis for the development of one form to another is determined by the existence of dynamics called change. Examples of the meaning of these changes are from the condition of slums to elite areas, the development of coastal areas into coastal areas and so on.

Tourism development strategy is a way, step, plan or trick carried out to advance and develop tourism in an area or area the steps that need to be taken can be in the form of improving infrastructure infrastructure physically and non-physically so that it can have a positive impact on increasing the income of the people living around.

According to A.Yoeti, in strategic planning of tourist destinations, it is necessary to conduct resource analysis and environmental analysis, such analysis is carried out to determine Strength, Weakness, Opportunity and Threat. Organization or institution

There are several things that need to be considered in developing tourist areas which means that tourism development cannot be done carelessly, there must be

targets and goals achieved, so that what is expected from tourism development can be achieved in accordance with what is expected. The conditions that must be met so that the developed tourism area really becomes a good tourist area, namely:

- a. The area has an attraction that has distinctive characteristics, both tourist attractions and attractions displayed.
- b. There are other supporting facilities such as attractions, games, which can attract tourists.
- c. There are shopping places such as souvenirs, culinary and other shopping places.
- d. There are public facilities such as ATMs, parking lots and other public facilities that can make it easier for tourists.

According to A. Yoeti, there are three factors that determine the success of tourism development, namely the availability of tourism objects and attractions and the existence of *Acesbility* facilities or facilities and infrastructure so as to make it easier for tourists to visit the tourist area, the occurrence of *administrative* facilities, namely Tourism facilities that provide comfort to the community that act as the spearhead of tourism development.

The hotel industry is one of the industries that plays an important role in the development of the economy and the world of tourism in Indonesia. As we generally know, hotels are all or part of buildings used for room service, food, and beverages as well as recreation managed for commercial purposes (Soewirjo, 2018). Touted as one of the favorite tourism cities of tourists, both from local and foreign tourists, is the main factor in the rapid growth rate of hotels.

Leslie G.Jett. (2010) states that the hotel industry is included as the industry

with the fastest growth rate and is one of the industries that employs the most workers. Everyone can qualify and be a part of the hospitality industry although not everyone can take the same path. Tesone, D. (2010) states that the hospitality industry includes services such as lodging, food service, recreation, entertainment, fitness, and MICE.

RESEARCH METHODS

Type of research This type of research is qualitative and takes a descriptive approach, which is a study that describes or describes the things to be researched, namely the Accommodation Business development strategy on Dutungan Island, Barru Regency and the factors that influence it.

The data needed in this study is in accordance with the problems and objectives of the study, divided into two types of data, namely:

1. Primary data is data obtained directly through observation and interviews with Dutungan Island Management Management, Staff, as well as the public and visitors who can provide information related to the research.
2. Secondary data are data obtained from books, documents and literature as well as written materials both from inside and from outside related to the subject matter in this study.

The author performs a thematic data collection that looks like:

1. Observation
This research instrument is used in data collection by means of researchers making direct visits to the research site and making direct observations about the problem under study, namely the Role of Accommodation Business Development Strategy in Marine Tourism Dutungan Island, Barru Regency.

2. Interview

An interview is a conversation with a specific intention, the conversation is carried out by two parties, namely the interviewer (*Interviewer*) who asks the question and the interviewee (Interviewee) who provides answers to the question.

3. Documentation

Documentation techniques are used to obtain secondary data, namely by reviewing documents and literature collected from various documents such as; archives, reports and other supporting documents containing the opinions of policy experts in connection with research,

The data analysis technique used in this study is using SWOT analysis techniques with a qualitative approach, consisting of Strengths, Weaknesses, Opportunities and Threats. SWOT analysis aims to maximize strengths and opportunities, but can minimize weaknesses and threats.

Area facilities and infrastructure are one of the most important factors in supporting the existence and continuity of a tourist area. The availability of facilities and **Analysis of Accommodation Facilities in Dutungan Island Attractions**

1. Accommodation

a. *Strength/Power*

- Complete hotel facilities and infrastructure
- Introducing local customs and culture
- Increased visitation rate with good accommodation
- The beauty of the beach is so natural and clean
- Easy transportation to cross the island

b. *Weakness/Disadvantages*

- No human resources with educational

infrastructure on Dutungan Island is currently quite complete and continues to be developed.

Spatial planning is sought to take advantage of existing natural conditions and arrangements that are considered necessary. This arrangement is intended to achieve the main target of visitors, which is to be able to enjoy the natural atmosphere in a relaxed, comfortable, cool and inviting manner, in addition to being functional elements in reducing heat, windbreaks, shade, direction and decoration.

Interior plays an important role in the aesthetics of the building, it can also provide its own atmosphere for guests. Broadly speaking, the purpose of this interior arrangement is:

- a. The desired spaces can be achieved
- b. Comfort for visitors
- c. Provide a specific atmosphere in each room by giving a touch of a certain atmosphere that makes it different from other hotels.

In arranging the interior of this cottage, there are several general important aspects that need to be considered in order to achieve the goal.

Background in tourism and hospitality:

- No SOP in carrying out work
- The influx of foreign tourists of different cultures and ways of dressing
- Limited Electricity Availability because it only uses Genset
- Promotion that is still lacking by Dutungan Island management.
- Lack of human resources to manage accommodation.
- People who are still not aware of tourism.

c. *Opportunities/Peluang*

- There is a tourist demand for the availability of *complete accommodation*.

- The number of accommodations in Barru Regency is still very minimal, especially in tourist areas
- The number of tourist visits to Barru Regency is quite large, both foreign and domestic.

2) Dining and Beverage

a. **Strenght (Strength)**

- Complete food and beverage availability and local specialties available
- The location of Coffeshop is very good because it is located on the coast.
- Have air and temperature suitable for these typical foods and drinks.

b. **Weaknessess (weakness)**

- Lack of food and beverage service personnel.
- Narrow Coffeshop Area to sell and serve food and drinks.
- The ability of employees regarding duties and responsibilities is still lacking.

c. **Opportunities (peluang)**

- There is demand from tourists for the availability of places to eat and drink.
- Many tourists visit Dutungan Island Attractions for the purpose of relaxing and enjoying food and beverage offerings

d. **Threats**

- Unstable tourist visits
- There is freedom for tourists to bring food from outside.
- Tourists can bring their own food and drinks to Dutungan Island.

3) Shopping

a. **Strenght (strength)**

- Have food and drinks, shopping stalls, buy snacks and snacks.
- Have typical food and drinks that have been used as souvenirs.

d. **Threats**

- Accommodation in other areas is nicer.
- Unstable tourist visits to Attractions in Dutungan Island

b. **Weaknessess (weakness)**

- There are no *typical souvenirs* of Barru Regency yet.
- The lack of people who make typical souvenirs of Barru Regency in the form of food and drinks and souvenirs.
- People have not been able to pack souvenirs attractively.

c. **Opportunities (peluang)**

- There is no shopping place to buy souvenirs or souvenirs at Dutungan Island Tourist Attraction.
- The lack of places to sell souvenirs typical of the region in Barru County
- There is a tourist demand for shopping.

d. **Threats**

- The number of tourist visits is small.

4) Public Facilities at the Tourist Attraction Location

a. **Strenght (strength)**

- Beautiful panoramic view and cool air
- It is one of the top tourist attractions in the Regency Barru
- Already has a prayer room, parking area, toilet, and ticket purchase place.
- Facilities of Fishing, Banana Boat, Snorkeling, Diving and *flying fox* Once built it is able to attract tourists to visit.

b. **Weaknessess (Wakness)**

- Less power supply because it only uses a generator
 - Mushalla is rather small in size and hot
 - The condition of the toilet and shower is not clean
 - Minimal number of seats/gazebos.
 - Low amount of water.
 - Garbage is scattered near the beach due to the lack of trash cans and tourists sometimes throw garbage in any place
 - The garden is not maintained.
 - The management officer is still lacking.
- c. Opportunities (Peluang)**
- Considerable tourist visits to Barru Regency
 - Being near other points of interest
 - There is a demand from tourists to visit Dutungan island
- d. Threat**
- Lack of water during summer.
 - Lack of tourist visits during the rainy season.
 - Other better attraction facilities.
 - There is no cooperation with the government at first, because it is only managed directly by the owner.
 - Unstable tourist visits to Dutungan Island beach attractions
- 1. Internal Factors**
- a. Strength**
- 1) The panoramic nature of the beach
 - 2) Accessibility from multiple directions is excellent
 - 3) Strategic location of the attraction
 - 4) The customs are still strong
- b. Disadvantages (*weakness*)**
- 1) Less tourist transportation to the attraction
 - 2) Overnight tourists are relatively very limited
 - 3) Lack of tourist attractions
 - 4) Inadequate tourist facilities and utilities
 - 5) Professionals in tourism are very limited
 - 6) Not optimal promotional and information efforts
- 2. External factors**
- a. Opportunity (*Opportunitie*)**
- 1) The dominance of tourists is the middle class
 - 2) Increased absorbency of the workforce
 - 3) Desaign hotel shaped Cottage
 - 4) The cost of tourism is quite cheap
 - 5) The enthusiasm of tourists who come to visit is quite high
 - 6) Strong development of technology and information
 - 7) Preservation of regional culture
- b. Threats**
- 1) Room rates in other areas are relatively cheap
 - 2) Other regions are optimizing their tourism development.
 - 3) Environmental damage around the attraction
 - 4) The decline of local cultural values due to foreign cultural intervention

Table 4.6. SWOT Analysis

Factor Identification	Strength	Disadvantages (<i>weakness</i>)
Internal	<ol style="list-style-type: none"> 1. Accommodation is available at several spots on Dutungan Island 2. The panoramic nature of the beach 3. Good accommodation facilities 4. Increased tourist arrivals 5. Accessibility from multiple directions is excellent 6. Strategic location of the attraction 7. The customs are still strong 	<ol style="list-style-type: none"> 1. Tourist transportation to tourist attractions is still lacking 2. The influx of tourists of different cultures and ways of dressing 3. Lack of tourist attractions 4. Inadequate tourist facilities and utilities 5. Limited professionals in the field of tourism 6. Not optimal promotional and information efforts
External		
Peluang <i>Opportunities</i>	SO strategy	Strategy WO
<ol style="list-style-type: none"> 1. The dominance of tourists is the middle class 2. Cottage Desaig Hotel 3. Increased absorbency of the workforce 4. The cost of tourism is quite cheap 5. The enthusiasm of tourists who come to visit is quite high 6. Strong development of technology and information 7. Preservation of regional culture 	<ol style="list-style-type: none"> 1. Optimizing the tourist attraction of Dutungan Island while maintaining the naturalness of its potential 2. Expansion of business opportunities 3. Collaborate with travel bureaus 4. Dissemination of promotions and information 5. Making customs as one of the tourist attractions 	<ol style="list-style-type: none"> 1. Procurement of tourist transportation to Dutungan Island 2. Construction of camping areas 3. Development of tourist facilities and utilities 4. Training of professionals in tourism
Threats	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1. The price of other hotel rooms is relatively cheaper 2. Other regions are optimizing their tourism development 3. Environmental damage around the attraction 4. The decline of local cultural values due to foreign cultural intervention 	<ol style="list-style-type: none"> 1. Room rates look more at competitors in the surrounding area 2. Increased competitiveness against other attractions 6. Preserving and introducing local culture to tourists 	<ol style="list-style-type: none"> 1. Increase the role of the community in maintaining security 5. Provide strict sanctions to criminals or violations at tourist attractions

CONCLUSION AND ADVICE

Based on the results of the research and discussion of the research results, the following conclusions can be drawn:

1. The supporting and inhibiting factors for the development of post-pandemic accommodation business on Dutungan Island in Barru Regency consist of supporting factors, namely Accommodation Facilities, Facilities and Infrastructure, Tourism Support Facilities, Beautiful Panorama and many Tourism Potentials. While the inhibiting factors of accommodation development on Dutungan Island are Lack of Tourist Attractions, Lack of Coordination, Lack of Quality Human Resources, Lack of Cooperation with Related Parties, Lack of Electricity and Water Availability
2. Based on SWOT analysis, a business development strategy for marine tourism accommodation on Dutungan Island can be formulated, namely the development of lodging accommodation, restaurants and gazebos as well as tourist attractions that can be reached by tourists who are segments of the Dutungan Island tourism market. Maintaining the naturalness of the marine tourism panorama of Dutungan Island and still enforcing regulations regarding cleanliness on Dutungan Island which is a joint responsibility of all parties. Promoting tourism, both through print and electronic media and collaborating with travel agencies in promoting marine tourism on Dutungan Island. Maintain regional customs and introduce them to tourists. Improve the quality of professionals in the field of tourism through training and increase

active community participation in maintaining security around their area.

Based on the research that has been done, it is recommended:

1. Coordinating and cooperating with related parties, especially the government in relation to strategic policies for the development of tourist attractions and their facilities
2. Construction of an economic center around the pier to Dutungan Island so that transportation is smooth so that it will increase tourist visits.
3. The need to collaborate with investors in the tourism sector to manage and develop tourism potential, for example in terms of promotion, provision of human resources as well as in the construction of tourist facilities and utilities

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