
PROCEEDING OF RESEARCH AND CIVIL SOCIETY DESEMINATION (MANAGEMENT & BUSINESS CHALLENGES IN DIGITAL ERA)

ISSN 3024-8426, Volume 2, No.1, Pages 61-69

DOI: <https://doi.org/10.37476/presed.v2i1.46>

Optimizing Regional Revenue through Sustainable Regional Planning (Case study: Lolai Toraja Tourism Area)

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Abstract: The Toraja region in South Sulawesi, which is currently divided into Tana Toraja Regency and North Toraja Regency, are two districts in South Sulawesi Province that rely on the tourism sector as the main driver of the regional economy. Various types of tourism destinations have emerged, one of which is tourism destinations located in the Lolai Tourism Area. This has various impacts, including in terms of social, cultural, economic and environmental aspects of the settlement. This study aims to analyze the influence of the development of tourist attractions in the Lolai area on the surrounding residential environment and examine the sustainable tourism development strategy in the Lolai Tourism area. This study uses a descriptive analysis method using qualitative and quantitative analysis. Samples from heads of families were purposive sampling to produce 75 KK samples, and data was collected by questionnaire. The results of the study show that there is an influence of economic, social, and environmental impacts together on the development of state tourist attractions on the lolai cloud, there is a partially significant influence of economic, social, and environmental impacts on the development of the state tourist attraction on the lolai cloud, and there is the most significant influence of environmental variables on the development of the lolai tourist attraction. Based on the results of the analysis of the strategy of sustainable tourism development strategies in the Lolai tourist area, it is then processed using SWOT analysis, resulting in direction, which lies in the direction of S-O (Strength–Opportunity) or Growth (Developing) to increase strength by taking advantage of existing opportunities. The managerial implications in this study are as recommendations for strategies that can be implemented for local governments and managers to develop the Lolai tourist area and increase the interest of domestic and foreign tourists to travel to the Lolai tourist area.

Keywords: environmental; socio-economic; sustainable impacts; tourist area

A. Introduction

Indonesia is an archipelagic country that has natural beauty and tourist attractions that can support the development of tourism. The geographical condition of Indonesia, which has a lot of charm, beauty and natural resources,

provides an opportunity for the government to make the tourism sector a leading sector that can be influential in increasing national income. Cultural diversity is also one of the attractions of cultural tourism that is able to encourage the desire of foreign tourists to travel to Indonesia. The tourism potential in



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Indonesia is expected to help the country in advancing the economy (Arjana, 2015).

Tourism has now become an important aspect of a country's economic progress. Tourism is the main choice in regional development. The development of tourism has undergone many changes, both changes in patterns, forms and nature of travel activities, tourist destinations, and others. The development of an area can open up new tourist attractions for tourists, both foreign and local tourists. The tourism potential in Indonesia, which is very abundant, can lift the country's economy if each object is managed properly by the government and the parties around the tourist object so that the number of tourist visits will affect the increase in the country's foreign exchange. In this case, the role of promotion strategies for tourism planning is urgently needed. Tourism planning is important because the tourism phenomenon is getting more complex, tourism is becoming more competitive and the promotion of tourist destinations is increasingly being carried out not only in Indonesia but also in other countries, tourism affects everyone in a given community. All those involved in tourism need to participate in the tourism planning process so that tourism in Indonesia can compete with other countries.

In terms of revenue optimization, tourism does not only have a positive impact on increasing regional income. Industry players such as hospitality also feel the benefits with the increasing number of hotel visits. For this reason, activities are needed to direct tourism to further develop and remain one of the sectors that are believed to contribute to increasing regional income. With the enactment of Law Number 10 of 2009 concerning tourism, tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable, and responsible manner while still providing protection for religious values, culture that lives in society,

sustainability, and environmental quality, as well as national interests.

According to 2021 National BPS data, tourist visit data has begun to increase in line with the declining trend of Covid-19 development. Tourist Visits the number of foreign tourist visits to tourist attractions in North Toraja Regency in 2020 has decreased significantly. The total number of foreign tourist visits recorded was only 730 until the end of December last year. This figure decreased by almost 98 percent compared to 2019. This is due to travel restrictions due to the corona pandemic, both in the country of origin of foreign tourists and in Indonesia. Since its operation, it has continued to improve. The increase in tourist visits and tourism activities that take place in the area has indirectly caused incorporation and between the local community and tourists and then has an influence on the socio-cultural and economic of the local community.

The importance of the tourism sector has encouraged the community as tourism actors to be aware of the existence and importance of ecosystems in settlements as part of tourism activities. Tourism development in settlements is one of them through Tourism Villages. Tourism Village is a sustainable rural development in the field of tourism. One of the important elements of tourism in a tourist village in addition to cultural customs is the existence of tourist attractions where tourist attractions can attract visitors and can affect the spatial of settlements. As tourism develops, it will affect the development of accommodation. The development of tourist accommodation will be accompanied by changes in the physical environment of the settlement (Papageorgion, 1970 in Najib, 2010).

Tourist areas that are also settlements as a container or a physical form of culture that influence each other with their contents and are linked to the natural environment as a place. There are two important aspects

regarding the content and natural environment of settlements, namely first: content includes the dynamics of demographic, socio-economic and cultural changes. Second: the natural environment includes natural and spatial physical resources that undergo changes and developments due to physical, socio-economic changes in the community (Minister of State for the Environment, 2000 in Hamidah et al., 2014). The process of spatial development of settlements cannot be separated from community participation and empowerment. The emergence of community empowerment is seen based on two perspectives, namely first: the involvement of local communities in the election, design, planning and implementation of community programs. Second: the involvement of local communities in development activities (Marzuki, 2004 in Sangian et al., 2018).

In the development of tourism, it is inseparable from physical and non-physical elements. These physical and non-physical elements will be considerations in matters related to the carrying capacity of the object and consideration of the impacts caused by tourism development. Tourism development in a tourist destination area must be based on planning, development, and management direction. The development of tourism systematically and the direction of management itself urgently needs the attention of the government, as reflected in the establishment or recognition of the National Tourism Organization. Local governments have an important role in tourism development, including formulating policies in tourism development and acting as a tool to supervise tourism activities so that it is expected to maximize the potential of tourist destination areas.

There are many existing tourist attractions that have been developed in accordance with the direction of tourism development in South Sulawesi, as well as

several object locations that have been tracked to be developed as tourism areas. One of the interesting tourist destinations in North Toraja is a spot that presents a view of this area from a higher place, the Lolai tourist area, one of them, is located in Kapala Pitu District, Rantepao, North Toraja Regency, South Sulawesi. The peak of this village is at an altitude of 1,300 meters above sea level (Mdpl). Lolai is also known as the Land above the Clouds tourism.

As a tourist area, North Toraja Regency is a Tourism Destination Area (DTW) that is oriented to natural tourism with varied landscapes so that it has the potential for the development of existing natural resources in creating tourist attractions, besides that it is expected to be able to lift and develop the tourism sector which can later contribute to increasing the economy for the community and regional original income (PAD). North Toraja Regency actually has a lot of potential tourist attractions, including sources of historical value, social resources, natural resources and multi-dimensional resource potential. Traditions, customs, culture and regional arts color the tourism potential in North Toraja Regency, in addition to the beautiful natural panorama.

The Lolai tourist area needs to be improved and developed again, including traditional dances, traditional ceremonies/parties of death, facilities and infrastructure, services to tourists, accessibility to attract the number of tourist visits. In accordance with that, a direction is needed for the development of the Lolai tourist area to empower the tourism potential. In relation to all potentials and problems, it is a challenge for the area in the future to achieve the existing potential, so that the planning for the development of tourist areas needs to be directed in an integrated manner in order to harmonize and optimize the interests of maintaining the residential environment and the

development of tourist areas as a whole and comprehensively.

B. Conceptual Methodology

In this study, the definition and term of tourism, to equalize the perception of tourism.

Miller, 1985 (Retnaningsih, 2001:11) argues that there is no universally acceptable definition of tourism. This is associated with the relationship between tourism, travel, recreation and fun, but it can be understood that tourism is an activity that occurs when people cross the border (out of their own territory) with the aim of having fun or doing business and stay in the place for at least 24 hours but less than a year. Some experts mention that tourism is a travel activity that has a distance of more than 50 or 100 miles from home and stays more than one night (Gunn, 1993; 5).

Mathieson and Wall (in Gunn, 1993; 5) is the temporary movement of people to a destination that is outside their daily residence or workplace, the types of activities carried out while at the destination and the procurement of facilities to meet their needs.

According to Mc. Intosh (1990: 3), tourism is a combination of relationships and relationships that arise from the interaction of tourists, businesses, and the government in the host community in the process of attracting and serving tourists and other supporters.

Based on RI Law No. 10 of 2009 concerning tourism. The definition of tourism is everything related to tourism, including the business of tourist attractions and businesses related to this field. Based on this understanding, tourism basically contains 5 elements, namely; human elements (tourists),

desires (travel), motivation (enjoying), goals (tourist objects and attractions) and business (tourism services). So it can be concluded that tourism is a trip carried out by individuals or groups voluntarily and temporarily from one place to another for recreation, enjoying tourist objects and attractions and not intending to make a living in the area visited and receiving services from tourism service businesses.

In the modern sense of tourism, all travel can be categorized as tourism. This opinion starts from the idea that after official affairs are completed, part of the time can be used to see or witness objects and tourist attractions in the place visited. In the end, the term business tourism arises, which is tourism activities that are carried out after the purpose of business or business is completed by using most of the time to visit tourist attractions or tourist attractions in the place visited (Yoeti, 1996).

Pearce, 1989;1, revealed that tourism is everything related to travel and stay for a while for people who travel for the purpose of fun or leisure or other purposes such as business activities, health and education. The embodiment of human creations, lifestyles, cultural arts and the history of the nation and places or natural conditions that have an attraction to visit according to Law No. 9/1990 on Tourism are referred to as tourist objects and attractions. Meanwhile, according to Helmut, 2000; 6 (in Hayati, 2001; 14) reveals that what is meant by a tourist attraction is a place that is the destination of tourist visits because it has both natural and man-made resources, such as natural beauty/mountains, beaches, flora and fauna, zoos, historical ancient buildings,

monuments, temples, dances, attractions and other distinctive cultures.

Tourism attractions are all manifestations and offerings of nature and culture that can be visited, witnessed and enjoyed by tourists in a tourist area or tourist destination area (Tourism Vocabulary, LPP-ITB, 1993). As for the difference between tourist attractions and tourist attractions, that in tourist attractions there are tourist attractions that cause the area to become one of the tourist destinations, while tourist attractions are not necessarily tourist attractions but their existence is very popular with tourists.

The tourist area is an area with a certain area that is built or provided to meet the needs of tourism as a tourist target. (Law No. 9/1990 on Tourism), while what is meant by tourism activities are activities carried out by humans to meet the needs of tourism such as recreation, travel, fun, including the tourism industry to meet tourism needs, such as the provision of transportation infrastructure, accommodation, utilities and so on.

Tourism is also expressed by Spillane (1991: 21) that, tourism is a journey from one place to another, and is temporary in nature carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions.

Tourism can not only improve the regional economy, but also disrupt the ecosystem of a region. The impact of tourism development is positive and negative. Positive Impact of Tourism Activities According to Inskepp (1986:13) the impact of tourism activities is seen from a socio-cultural

perspective, including: Preservation of historical and archaeological sites, Construction and renovation of museums, Preservation of local community culture, and Creation of local community pride in cultural assets that can be presented to tourists.

In addition, there are also negative effects of tourism activities as stated by Young (tourism ideas and views, 1973) which states that: providing opportunities for the emergence of gambling, narcotics and prostitution activities; Premature departure to Modernization is a situation in which foreign values and ideologies are accepted affect the life and attitudes of local people and will gradually move away from their culture and traditions (Ritchie Coeldner, 1986: 375-376). The existence of the Demonstration Effect, the habit by teenagers imitating the behavior, habits, and attitudes of foreign tourists (Crandall, 1987:376). In addition, there is also the commercialization of cultural assets resulting in the loss of authenticity.

In developing tourism areas, especially tourism that relies on natural authenticity, the preservation of nature should be maintained and tried not to disturb those around it. According to Gunawan, the social strategy for the development of tourism areas is determined by the geographical position of tourist resources, the condition of tourism resources and the strength of their attraction, natural and artificial, inter-provincial entanglement (quoted in the Journal of Regional and Urban Planning, edition 7 1993: According to M. J Prayogo, tourism development is a continuous effort, where the development must be able to provide competitiveness to other tourist

destinations, both in terms of services, attractions, tourist objects and so on.

In the development of tourist areas, especially those based on natural resources, they must always be associated with sustainable development. Sustainable development according to the United Nations Conference on Environment and Development (UNCED) is development that meets the needs of current generations without reducing the ability of future generations to meet their needs. For the first time, a concept emerged that tried to bring together aspects of economic development and environmental (ecological) conversion. The concept has a broad meaning and is an umbrella for many development concepts, policies, and programs that are developing globally. Sustainable development is a new paradigm that has a diverse interpretation of concepts or actions (Baiquni, 2002:34). Furthermore, sustainable development is defined in caring for the earth as an effort to improve the quality of human life but still within the carrying capacity of the ecosystem (IUCN, UNEP and WWF in Baiquni, 2002:34).

Haris (2000) in Fauzia (2004) sees that the concept of sustainability can be broken down into three aspects of understanding, namely: first, Economic Sustainability is defined as development that is able to produce goods and services continuously to maintain the sustainability of the government and avoid sectoral imbalances that can be destructive

Agricultural and industrial production. Second, Environmental Sustainability, which is an environmentally sustainable system, must be able to maintain stable

resources, avoid the exploitation of natural resources and the function of environmental absorption. This concept also needs to concern the maintenance of biodiversity, the stability of air space, and other ecosystem functions that do not damage economic resources. Third, Social Sustainability is defined as a system that is able to achieve equality, provide social services including health, education, gender, and political accountability.

According to Munasinghe (1993), sustainable development has three main goals, namely economic objectives, ecological objectives and social objectives. Economic goals are related to efficiency and growth issues. Ecological goals are related to the issue of natural resources conservation. Social goals are related to the problems of unemployment, poverty (proverty) and equity (equity). Thus, the goal of sustainable development basically lies in the harmonization between economic goals, ecological goals, social goals and environmental goals.

In this study, several dominant factors related to Infrastructure (X1), Cultural Preservation (X2), Community Knowledge (X3), Community Income (X4), and Environmental Awareness (X5) are reviewed that affect Tourism Development (Y).

C. Result and Discussion

The results obtained show the natural potential contained in this Lolai tourist area, namely a very different scenery in other tourist locations, the scenery that is the advantage of the Lolai tourist area, namely the clouds that clump. Tourists can see the sunrise and sunset, then the trees are cheerful and beautiful as well as flora and fauna. The cultural potential contained in the Lolai tourist area that is commonly

carried out by the Toraja people outside the Lolai tourist area such as Rambu Solo or mourning ceremonies such as death and Rambu Tuka or joyful ceremonies such as weddings. Another cultural potential is the Pa'Pompang which is a typical Toraja wind instrument. In the tourist attractions of Kampung Lolai such as To'Tombi, Bukit Nato, Tirotiku, and Lempe, there are many resorts and inns that resemble the traditional house of Toraja, namely Tongkonan, so it has a unique and distinctive impression. Community activities in Lolai Village are raising pigs, buffaloes and poultry, processing coffee farming and weaving mats.

Based on the data that has been collected, problems related to natural and cultural potential that must be evaluated are safety and security and the introduction of Toraja culture. Inadequate road infrastructure or construction is a threat to the safety and security of tourists and local communities, for example, there are no road safety fences, not only infrastructure or roads in the mount Lolai but in some tourist attractions are also rarely installed safety fences so that it is dangerous for tourists. Then I observed in the neighborhood of the Kampung Lolai tourist attraction that a typical Toraja souvenir place was only found in one tourist attraction, namely Lempe, so it needs to be built in every tourist attraction such as To'Tombi, Nato Hill, Tirotiku and other tourist attractions. In addition to souvenir shops, namely Toraja culture which is very distinctive, Lolai Village should also have a distinctive culture to attract the attention of foreign tourists.

Interesting tourist attractions with typical Toraja culture but with natural nuances are a good opportunity to introduce culture to foreign tourists and as a leading attraction because based on information from several informants who manage tourist attractions in Lolai Village, only a few foreign tourists visit Lolai Village.

In the analysis of sustainable tourism area development which aims to realize integration in the use of various tourism resources, integrate all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development. To realize that tourism development runs well and is managed well, the most basic thing to do is how to facilitate the wide involvement of local communities in the development process and maximize the value of social and economic benefits of tourism activities for the local community. Local communities have an equally important position as one of the stakeholders in tourism development, in addition to the government and private industry. This planning aims to identify tourism potential that can be developed into Community Based Tourism in North Toraja district.

The subject of this study is tourists of tourist objects in the Lolai tourist area in North Toraja Regency, through the analysis of the Cyclical Model developed by Mackey and Gass, (2005:178). The results of this study show that the types of tourism that have the potential to be developed into community-based tourism in North Toraja Regency include natural tourism, agro-tourism, history, and art-culture.

D. Conclusion

Based on the results and discussions that have been carried out, the answers to the research questions asked are as follows:

1. Based on the results of the analysis and discussion carried out, it is known that there is an influence of economic, social, and environmental impacts jointly or partially on the development of the Lolai tourist area. Similarly, there is the most significant influence of environmental variables on the development of the Lolai tourist area.
2. Strategic analysis of sustainable tourism development strategies in the Lolai

tourist area is processed using SWOT analysis, resulting in directions, namely located in the direction of S-O (Strength-Opportunity) or Growth (Developing), the direction is made to increase strength by taking advantage of existing opportunities. The managerial implications in this study are as a recommendation for strategies that can be implemented for local governments and managers to develop the Lolai tourist area and increase the interest of domestic and foreign tourists to travel to Lolai Village.

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