

## **Tourism Development Strategy in Improving the Community Economy at Tanjung Bira Beach, Bonto Bahari District, Bulukumba Regency**

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### **ABSTRACT**

*This research is motivated by the development of the times that many tours are found in the Bonto Bahari District area, of course, there needs to be a special strategy carried out as an effort to remain competitive with other existing tours. With the existence of Tanjung Bira Beach tourism, of course, it can have a positive and negative impact on the economy of the people on Tanjung Bira Beach. The purpose of this study is to describe the tourism development strategy in improving the community's economy at Tanjung Bira Beach, describe the impact of tourism development at Tanjung Bira Beach in improving the community's economy, and describe the obstacles faced in developing tourism at Tanjung Bira Beach and the solutions taken. The results of this study indicate that: (1) Tourism development strategies in improving the economy of the surrounding community in the form of adding objects of attraction, developing accessibility, amenity, public facilities, institutions, and the potential that tourism objects already have with facilities and infrastructure that are already owned. (2) The impact of tourism development is income from foreign exchange, additional community income, additional government revenue, opening up jobs, multiplier effects, utilization of facilities by local communities, and no negative impact. (3) The obstacles faced in the development of tourism on Tanjung Bira beach are limited funds, lack of creativity of managers, and lack of cohesiveness or community involvement. The solution is in the form of regular evaluations, and receiving suggestions from visitors regarding development and what needs to be developed again.*

**Keywords:** Tourism Development, strategy development, community economy

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### **1. INTRODUCTION**

Indonesia has a very large area with the support of diverse natural resources that have the potential to be processed and utilized. In addition, Indonesia is also rich in regional cultural arts, customs, historical relics, and no less interesting is the beauty of its natural panorama which is quite potential to be developed properly. There are also many tourist attractions in Indonesia that have been famous not only domestically, but also abroad. The tourism industry is one of the largest industries in the world, which has long experienced an almost constant and rapid increase in annual income and employment (Kim et al., 2012). The Tourism sector is mentioned as a strategic asset that encourages regional economic growth while encouraging the development of potential areas and in this case can be relied upon to improve community welfare and national development (Amir et al., 2020). As a country that has great tourism potential, it certainly makes Indonesia's tourism sector in the spotlight. Therefore, the Department of Culture and Tourism was formed at the national level and the Regional Culture and Tourism Office at the regional level to support the development of Indonesian tourism carried out throughout Indonesia.

Tourism is a leading sector in the development of a country. Tourism has undergone continuous expansion and diversification, and has become one of the largest and fastest growing economic sectors in the world (Tolkach & King, 2015). Tourism development creates jobs,

generates income, contributes to community development, and protects environmental resources for sustainable development (Tien et al., 2020). Many countries depend on the tourism industry as a source of taxes and revenue for companies that sell services to tourists. Therefore, the development of this tourism industry is one of the strategies used by Non-Governmental Organizations to promote certain areas as tourist areas to increase trade through the sale of goods and services to non-local people.

Tourism has an important role in increasing a country's foreign exchange and in increasing regional income. As a source of foreign exchange, tourism has enormous potential. The existence of tourist attractions also has a positive impact on the people's economic efforts that exist around it. So that SMEs are one of the important components for tourist villages, because they increase the income of the local community.

Tourism development is a development planning effort that provides regional attractions and becomes an attraction that can move the wheels of the national economy. Various efforts are needed to develop businesses in the tourism sector supported by related efforts, namely: in terms of culture which means re-exploring and introducing our culture to tourists, in terms of social means creating jobs, and in terms of economic means as a source of foreign exchange and taxes. The creation of innovative and appropriate development strategies to involve local communities as key agents in decision-making and destination planning to ensure positive local attitudes and improved quality of life (Malek & Costa, 2014; Isma, & Soetjipto, 2019). In the development of tourist destinations, the most important element is the community. The community, which in the process is involved and has direct contact with tourists, acts as an agent, so it is necessary to have knowledge and awareness of the local economy and have experience in tourism.

Local communities in a region or country have an important role as subjects and objects in tourism development activities. Local economic development has become a major issue that is increasingly discussed in both academic literature and practice (Trinh, 2016). As a subject, the involvement of local communities in tourism development activities is carried out through the mindset, exchange of opinions and local wisdom adopted into the tourism planning process. While the community as an object means that local communities show their cultural life as an identity through various representations of art, science, trade and human values that are considered unique to tourists and become part of tourist attractions. Residents' attitudes towards tourism development depend on whether they view the community as a place to make a living or a place to live (Bimonte & Faralla, 2014).

To obtain optimal results in developing tourism must be supported by various parties such as cooperation with related parties such as entrepreneurs, community leaders and local government. In addition, in developing tourism all parties must take part in order to get optimal results. The success or failure of a development depends on the active support of the local community (local) where collaboration between the community and stakeholders (government, private sector, community). Tourism development has a strong enough influence to develop the tourist attraction area which makes the tourist attraction area more advanced and has a leading sector (Xue et al., 2017).

Tourism planning is not only to fulfill the government's agenda and regional programs, but far within it aims to create economic benefits for the community. Beach tourism is one of the tourism sectors that has contributed to employment. With the development of tourism, jobs will also be created so that it can improve the community's economy (Mathouraparsad & Maurin, 2017). When tourists arrive at tourist attractions, of course, they need facilities and infrastructure to support the various activities that will be carried out. Many people sell tourism products to help meet the needs of tourists. The products offered are many in the form of services or services.

Previous research conducted by (A. F. Amir et al., 2015) found that sustainable tourism development in rural areas will contribute to increasing the resilience of local communities. Then (Brankov et al., 2019) found that a strong positive perception of the presence of tourists between the two categories of respondents and also certain differences regarding the economic benefits of

tourism. Furthermore, research by (Asmit et al., 2020) found that tourists visiting tourist attractions contribute to the income of local communities. Likewise, the findings of (Butler & Rogerson, 2016) revealed that tourism development provides a variety of positive economic and social benefits for local residents.

By looking at the future prospects of tourism which will be very promising in making a major contribution to regional development. In line with national tourism policy, South Sulawesi Province also organizes tourism development. South Sulawesi as a province is one of the tourist destinations in Indonesia by offering a variety of tourist objects, be it natural, cultural, and even artificial tourism. The amount of tourism potential in South Sulawesi is able to attract domestic and even foreign tourists. With the improvement of facilities and the addition of new facilities, it will increase tourist attraction and have a positive impact on improving the community's economy and regional income (Imran et al., 2022). Some of the leading tourist attractions in South Sulawesi are Tanjung Bira Beach in Bulukumba Regency. An increase in the Tourism Sector can advance economic activities, including the creation of business opportunities and tourism-related employment to increase regional income, reduce poverty and potentially increase state revenues, especially taxes.

Bulukumba Regency is one of the districts that has many tourist destinations and is one of the areas most in demand by local and foreign tourists. This is based on the potential possessed by the area with the title "Butta Panrita Lopi" with cultural wealth and quite diverse tourism potential. Bulukumba Regency has a geographical location consisting of mountainous and coastal areas so that it has a variety of ethnic groups, cultures, and other attractions, making it attractive to be visited by the national and international world.

**Table 1.** List of Tourism in Bonto Bahari Sub-district

No.	Tourist Name
1	Bara Beach
2	Apparalang Cliff
3	Panrang Luhu Beach
4	Marumasa Beach
5	Tanjung Bira Beach
6	Mandalaria Beach
7	Dego-degona Bira
8	Bira terrace
9	South Sulawesi Zero Point
10	Telaga Biru Ere Menerang

*Source: Data on tourist attractions in Bonto Bahari sub-district according to the name and address of the Tourism, Youth and Sports Office of Bulukumba Regency.*

One of the most charming tourist attractions is Tanjung Bira Beach, which offers white sandy beaches with stunning coastal panoramas. Geographically, this beach is precisely located at the southern tip of South Sulawesi Province, precisely in Bonto Bahari District, Bulukumba Regency with a distance of 41 km from the city of Bulukumba or 200 km from the city of Makassar. The development of Tanjung Bira Beach is being intensively carried out by the Government in this case the Culture and Tourism Office of Bulukumba Regency from time to time starting from the arrangement of the location of street vendors who are neatly arranged because along with the development of the number of street vendors, entertainment service providers, restaurants and hotels or villas are also increasing in number so that structuring is needed so that there is no chaos in tourist sites.

The development of the Tanjung Bira Beach tourist area should be continuously carried out, therefore it requires action from the government and awareness from the surrounding community that the Tanjung Bira Beach tourist area is a huge potential in growing the regional

economy and the income of the surrounding community with economic activity. The development of the tourism sector in Bulukumba Regency has achieved many results and progress, by offering two kinds of tourism objects, namely marine tourism objects and cultural tourism objects. Marine tourism objects include the beauty of the beach panorama, while cultural tourism objects consist of regional customs and arts.

People who strive and participate to develop Tanjung Bira beach tourism are based on the fulfillment of life needs and livelihoods that continue to be diverse and varied which affects the income of the surrounding community. Every level of change in tourists will affect changes in the level of income, expenses, wages or salaries of the community around Tanjung Bira beach.

Therefore, the impact caused by tourism development in improving the economy of the community around the tourist area is needed, considering that the potential of this tourist area has a selling value which from an economic perspective can be known for its contribution to the surrounding community (Arintoko et al., 2020). With the existence of Tanjung Bira beach tourism, of course, it can have both positive and negative impacts on the economy of the community around Tanjung Bira beach. Therefore, researchers are interested in examining how the development strategy is carried out and how it impacts the economy of the surrounding community, so the title of this research is "Tourism Development Strategy in Improving the Community Economy at Bira Beach, Bonto Bahari District, Bulukumba Regency".

## 2. METHOD

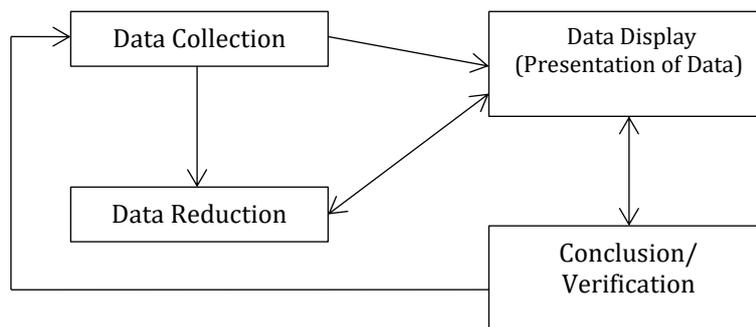
The method used in this research is a qualitative research method with a descriptive approach. Descriptive research is research that describes (describes) a specific thing from a certain situation (problem/subject). This type of research is case study research. Case study research is research that examines fully and thoroughly a phenomenon using various data sources in actual conditions. The identity of the informants in this study is as follows:

**Table 2.** Identity of Informants at Tanjung Bira Beach Tourism

No.	Name	Age (Years)	Gender	Occupation/Status	Last Education
1	Masna Te'ne	42	Female	Local government (welfare chief)	SMA
2	Cina	34	Female	Trader and local community	SD
3	Resti Tiara	20	Female	visitor	SMA
4	Syam	31	Male	Local community	S1
5	Rana	25	Female	visitor	SD

In qualitative research, data validity checks are needed so that the data obtained can be trusted. According to Moleong, the criteria for checking data validity are: (1) degree of trust (credibility), (2) transferability, (3) dependability, and (4) confirmability. The main of the four tests is the data credibility test.

There are three stages involved in interpreting qualitative research data: data reduction, information presentation, and conclusion drawing (Miles & Huberman, 1992). The process of qualitative data analysis occurs in real time alongside the data collection procedure, suggesting that it occurs both in real time and retrospectively. From the beginning to the end of this research activity, the following steps were taken to analyze the data:



**Figure 1.** Qualitative Data Analysis Technique

### 3. RESULTS AND DISCUSSION

#### 3.1. Research Results

In this case the author presents the findings related to the problem formulation in this thesis. The following is a presentation of research results based on observations and data processing of structured interviews that have been conducted.

##### 3.1.1. Tourism Development Strategy in Improving the Community Economy

###### Tourism Attraction Objects

In a development, there are main components that become the framework in the process of developing tourist attractions. Tourist attraction is the uniqueness of a tourist spot that is interesting for tourists to visit and see (Woo et al., 2018). Regarding the facilities and infrastructure of Tanjung Bira beach tourism objects, it was conveyed by Mrs. Masna Te'ne as the local government of the Welfare Section:

*"On Tanjung Bira beach there are boats ready to take you to continue your tour to the opposite island. If the attraction is marine tourism, there are two islands that are most hunted by tourists, namely goat island and liukang loe island. Many take a boat across to the island for photos there. and there are also those who ride banana boats. The development process is still ongoing, starting from repainting, also adding photo spots"*

(MT Interview, August 31, 2022)

The same statement was also conveyed by one of the visitors to Tanjung Bira Beach, Resti Tiara that:

*"In my opinion, what is interesting here is the marine tourism. Because tourists can walk along the sea. There are also many facilities here such as resting places for visitors, prayer rooms, bathrooms, food and beverage stalls, clothing stores, food stalls, the parking lot is also wide and there are boats to visit the opposite island "*

(RT Interview, August 31, 2022)

###### Accessibility

Furthermore, the development of tourist attractions is accessibility, such as the ease of transportation facilities and systems. This accessibility has a big impact in attracting tourists, because it facilitates access to tourist destinations. In this case, Mrs. Masna Te'ne as the local government's Welfare Section revealed:

*"Bira Beach Tourism is about 6.3 km from the city center of Bulukumba. With this distance to get to Tanjung Bira Beach is very easy especially using private vehicles such as motorbikes or cars, and for public transportation there are also still available such as mikrolet or pete-pete with a fee of 20,000 / person. as you can see the road to this beach is very adequate, aka it has been paved. In addition, along the road there are also directions that make it easier for visitors to reach the beach here."*

(MT Interview, August 31, 2022)

This statement was reinforced by Mrs. Cina as a trader and community around Tanjung Bira beach who said:

*"As far as I know, getting here is very easy because the road is well paved, especially if you use a private vehicle. And there is also public transportation."*

(Cina Interview, August 31, 2022)

### **Amenity**

Amenity is one of the components in tourism development. Amenity includes facilities and tourist support. Mr. Syam as the community said:

*"At Tanjung Bira Beach, the supporting facilities consist of boat rentals to cross the island, swimming and banana boat rentals, there are also food stalls, souvenir shops, clothing stalls."*

(Syam Interview, August 31, 2022)

The same thing was also conveyed by Resti Tiara as a visitor to Tanjung Bira beach, namely:

*"There are supporting facilities, such as traders who provide the needs of visitors, boat rentals, food and beverage stalls, and souvenir shops."*

(RT Interview, August 31, 2022)

### **Public Facilities**

Public facilities are also a component of tourism development. These facilities are used by tourists to support the implementation of tourism activities. *"There are general facilities, such as prayer rooms, public toilets, parking lots, and seating to relax on the beach."* (RT Interview, August 31, 2022)

The same thing was also conveyed by Mrs. Rana as a visitor to Tanjung Bira beach tourism:

*"There are also general facilities, such as prayer rooms, toilets, parking lots, there are also seats on the beach."*

(Rana Interview, August 31, 2022)

### **Institutionalization**

Institutions include authority, responsibility and role in supporting the implementation of tourism activities. As expressed by Mrs. Masna Te'ne as the local government of the Welfare Section, namely:

*"Here there is support from the government such as the tourism office which has provided assistance several times such as repainting, adding photo spots, improving facilities, improving stalls for the surrounding community so that it is easy to sell and tourist attractions are neatly organized."*

(MT Interview, August 31, 2022)

The statement was reinforced by Mrs. Cina as a trader and community around Tanjung Bira beach:

*"If the management is assisted by the surrounding community as well, there is cooperation with the tourism office. The tourism office provides financial assistance in the form of construction of kiosks for selling so that they are more organized, repainting, and improving facilities."*

(Cina Interview, August 31, 2022).

## **3.1.2. The Impact of Tourism Development at Tanjung Bira Beach in Improving the Community Economy**

### **Income from Foreign Exchange**

With the existence of tourism that has a unique attraction, it will certainly attract visitors to visit the tour, this tourist visit can have an impact on income from foreign exchange (Manzoor et al., 2019). This is the result of an interview with Mrs. Masna Te'ne as the local government of the Welfare Section:

*"For the impact of income from foreign exchange here, it has already happened, and it has a huge impact on the tourism sector if the weakening of the rupiah occurs. For example, if there are foreign tourists who visit with USD 1,000, if you convert it, they only get Rp. 12 million. Due to the weakening of the rupiah, they can get Rp 14.9 million, and this can be an attraction for them to come here to shop."*

(MT Interview, August 31, 2022)

The same thing was also conveyed by Mrs. Cina as a trader and community around Tanjung Bira beach tourism:

*"The impact of income from foreign exchange has occurred because there are already many foreign tourists who are interested in visiting. And the impact is also very good for this tourism activity because tourism becomes crowded and foreign tourists more often buy local products here."*

(Cina Interview, August 31, 2022)

### **Nourish Foreign Trade Balance**

In addition to income from foreign exchange, the impact of this tourism activity also has an impact in nourishing the balance of foreign trade, this is because it can encourage a country to be able to import various goods to meet the needs of foreign tourists. As expressed by Mrs. Masna Te'ne as the local government Welfare Section:

*"Maybe it can, for foreign tourists who visit and the needs are diverse so they are required to import goods. However, for tourism here it has not happened yet because what is provided is only local goods and foods typical of this area."*

(MT Interview, August 31, 2022)

The same thing was also expressed by Mrs. Cina as a trader and the surrounding community:

*"What is sold here is food and drinks in general, if imported goods are not yet available because usually what is sought after is rich snacks."*

(Cina Interview, August 31, 2022)

### **Income from Businesses and Businesses**

With the development of tourism carried out by the manager of Tanjung Bira beach, it has an impact in the form of increasing community income. As stated by Mrs. Masna Te'ne as the local government of the Welfare Section, namely:

*"With the existence of Tanjung Bira beach tourism, there must be an impact on the surrounding community. At the end of the week and certain times this place is crowded, this is utilized by the community here to sell food and drinks, clothes, there are also those who open parking lots. It's not bad for their additional income."*

(MT Interview, August 31, 2022)

The statement was reinforced by Mrs. Cina as a trader and community around Tanjung Bira beach tourism:

*"The impact is to increase income, although not much but not bad. Many are also like this, getting additional income from this tour. yes, count helping people at home."*

(Cina Interview, August 31, 2022)

### **Government Revenue**

Government revenue is one of the positive impacts of tourism, this is because the government gets revenue from the tourism sector, this is usually sourced from taxation (Duxbury et al., 2021). In this case, Mrs. Masna Te'ne as the local government welfare section said that:

*"For government revenue, there is, because the entrance ticket price has been taxed by 10%. Here there is also lodging in the form of hotels or villas, restaurants that are taxed 10% if I am not mistaken. So the government gets its income from that tax"*

(MT Interview, August 31, 2022)

This statement was reinforced by Mrs. Cina as a trader and local community:

*"Government revenue as far as I know is from entrance tickets, lodging in the form of hotels or villas, and restaurants that are taxed at 10%."*

(Cina Interview, August 31, 2022)

### **Labor Absorption**

In addition to increasing government revenue, the impact of Tanjung Bira beach tourism is to open up jobs, this happens because tourism activities cannot be separated from the local community who play a role in managing tourist attractions, so as to reduce unemployment. This was conveyed by Mr. Syam as the community around Tanjung Bira beach tourism:

*"One of the impacts is that it can reduce unemployment, especially residents around the beach, such as those who become parking attendants, entrance ticket guards, become boat renters for marine tourism and banana boats. Because indeed in a tour, the community plays an important role, they are directly involved in tourism activities and certainly open up job opportunities for people whose services are needed."*

(Syam Interview, August 31, 2022)

This is reinforced by Rana as a visitor to Tanjung Bira beach tourism who said:

*"Yes, it can reduce the number of unemployed too. Like guarding the entrance counter, being a parking attendant, bathroom guard. That can reduce unemployment too."*

(Rana Interview, August 31, 2022)

### **Multiplier effects**

The multiplier effect is the economic effect caused by tourism economic activities on the overall economic activity of a particular region or area. In Tanjung Bira beach tourism, many traders feel this multiplier effect as felt by Mrs. Masna Te'ne as the local government of the Welfare Section:

*"If there is money circulation, for example, there are visitors buying food or drinks, then the money from the merchants will be bought again for their merchandise needs"*

(MT Interview, August 31, 2022)

This statement was reinforced by Mrs. Cina as a vendor and community around the beach:

*"I sell snacks and drinks, then I use the money from selling them to buy food and drinks for me to resell. So the money keeps going"*

(Cina Interview, August 31, 2022)

### **Utilization of Tourism Facilities by Local Communities**

Building facilities is one of the positive impacts caused by tourism. This statement was delivered by Mr. Syam as the community around Tanjung Bira beach:

*"For tourism development, the focus is on the surrounding environment, but the benefits are many. In addition to being used as tourist facilities, it can also be utilized by the surrounding community, such as bathrooms, places to sit and relax on the beach, prayer rooms "*

(Interview Syam, August 31, 2022)

The statement was reinforced by Mrs. Rana as a visitor to Tnjung Bira beach tourism:

*"The facilities here can be used by anyone, such as bathrooms, prayer rooms, places to relax on the beach. For the surrounding community it is free, and for tourists, the most they pay is for the bathroom for cleaning retribution."*

(Rana Interview, August 31, 2022)

### **3.1.3. Obstacles Faced in the Development of Tourism at Tanjung Bira Beach and the Solutions Taken**

In a development process, it certainly experiences things like obstacles, in the development of Tanjung Bira beach tourism carried out by tourism managers, the obstacles faced are funds and human resources, as stated by Mrs. Masna Te'ne as the local government section of the Welfare Section:

*"The obstacles faced in the development of Tanjung Bira beach tourism, namely the lack of involvement of local residents, lack of human resources to bring up creativity in making*

*photo spots, lack of awareness of the pollution of the marine environment such as littering plastic waste."*

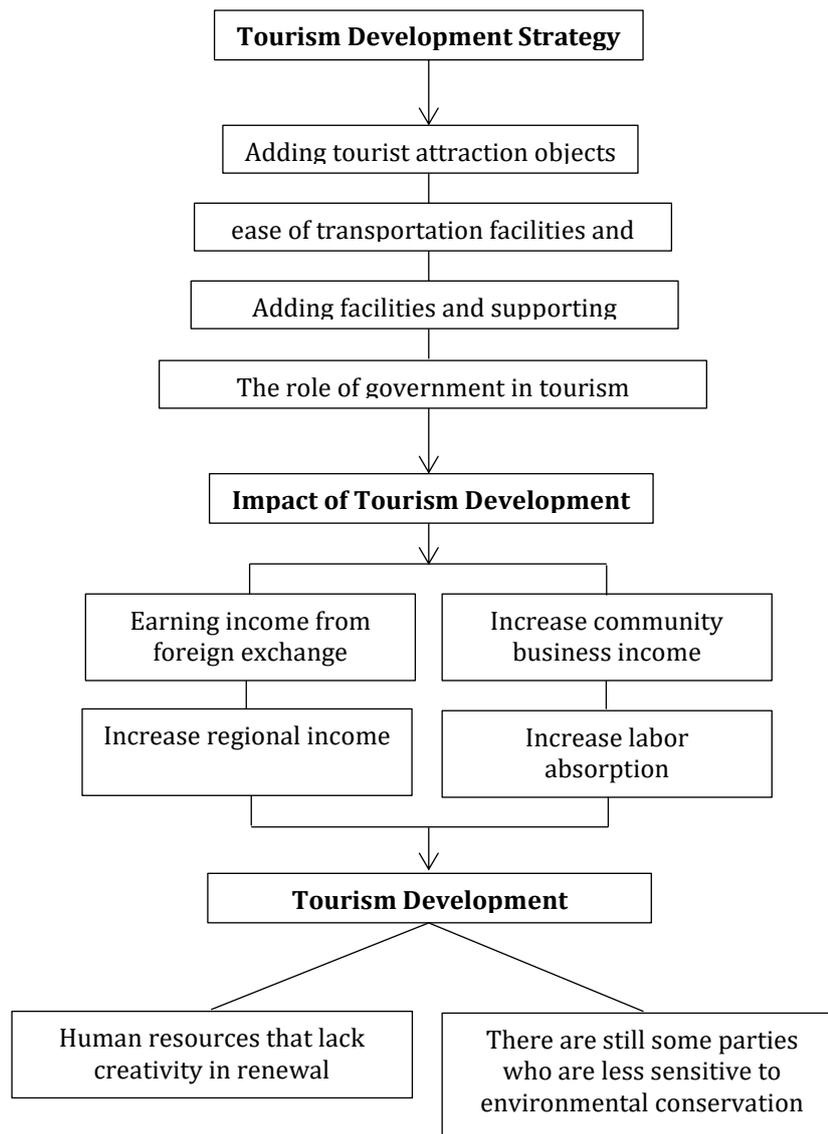
(MT Interview, August 31, 2022)

The statement was reinforced by Mrs. Cina as a trader and community around Tanjung Bira beach tourism:

*"As far as I know, the obstacles are the lack of creativity of human resources, and the limited funds."*

(Cina Interview, August 31, 2022)

From the description above, the scheme of the findings is as follows:



**Figure 2.** Schematic of Research Findings

### 3.2. Discussion

In this case the author presents the findings related to the problem formulation in this thesis. The following is a presentation of research results based on observations and data processing of structured interviews that have been conducted.

### 3.2.1. Tourism Development Strategy in Improving the Community Economy

Tourism development requires planning that is not only concerned with tourists, but must involve all parties, namely stakeholders, government, and the general public (Woo et al., 2018). Each tourist attraction on average has the same problem, but not necessarily the same problem solving. Tourism development strategies can be carried out by forming government partners in tourism development (Mtapuri et al., 2021). There are so many important steps made by the Government of Indonesia in developing tourism destinations. The steps made are certainly inseparable from the expectation of high State revenue from the tourism sector. The potential between one tourist attraction and another is different so that the development and promotion are different. For this reason, a strategy is needed in developing tourist attractions (Khan et al., 2020). In developing the tourism sector, there is hope that it can support how to preserve nature, biodiversity and national culture. Tourist attractions and tourist attractions greatly influence the progress of the tourism industry (Dodds et al., 2016).

Tanjung Bira beach tourism managers make various efforts in developing tourism in order to attract tourists to visit. If many tourists visit Tanjung Bira beach tourist attractions, besides being able to show tourist areas, it can also increase the community's economy. This Tanjung Bira beach tourism manager is developing, namely adding tourist attractions, accessibility, adding and improving facilities and also collaborating with the local government. The Community Based Tourism (CBT) system is one of the tourism management solution systems that is expected to develop the tourism potential of each region.

Based on the results of descriptive analysis, several strategies were found in developing Tanjung Bira beach tourist attractions, among others: a) Addition of tourist attraction objects such as the addition of photo spots, repainting to make it attractive. b) Managers develop accessibility in the form of installing directions to make it easier for visitors to arrive at tourist sites, and there is also public transportation in the form of mikrolet. c) Amenity development such as food stalls, souvenir shops, food and beverage stalls, bahar tour rental places, and clothing stores. d) Development of public facilities in the form of prayer rooms, toilets, parking lots, and seating to relax on the beach. e) The government also plays a role in development. Where Tanjung Bira beach tourism is managed by the Tourism Office. f) Based on the potential of the tourist attraction with facilities and infrastructure owned such as parking areas, places of worship, other facilities such as lodging, food and beverage stalls, food stalls, clothing stores, souvenir shops, places to relax on the seafront, and toilets.

In building a tourist spot that is not accompanied by planning efforts, management and operation of less than maximum control becomes an obstacle for managers in directing the goal of establishing the tour, because it can hinder the process of developing the tourist spot itself. Such as the lack of tourist arrivals due to the limited development of tourist destinations and attractions, this problem will result in a decrease in revenue earned by the tourism manager. Domestic and foreign tourist visits are one of the indicators used to see tourism activity (Aquino et al., 2018).

Tourism is also a source of strategic value derived from local cultural inspiration that is developed with the potential of locality into the development of tourism activities. As a form of effort to preserve local wisdom that does not forget the value and spirit of its culture, it is necessary to develop and manage jointly between the local government and the surrounding community.

Institutions have the authority, responsibility, and role in supporting the implementation of tourism activities (Suess et al., 2018). The results of research on Tanjung Bira beach tourism that the relevant government has played a role in carrying out development. Tanjung Bira beach tourism is managed by the tourism office in collaboration with the local government, also carried out together with the community around Tanjung Bira beach.

By optimizing the potential and uniqueness of Tanjung Bira beach tourism, it is expected to be an opportunity for the community to participate in the business of providing goods and

services for visitors and tourists when they come to visit. Tanjung Bira beach tourism has the attraction of natural beach tourism with a beautiful panorama. With the potential owned, it is expected that the role of the government to manage and socialize to the surrounding community so that people have an understanding of tourism and have an awareness of maintaining and preserving the environment around tourism, so that the potential and uniqueness of Tanjung Bira beach is maintained and becomes its own attraction.

Adding to the facilities and infrastructure of Tanjung Bira beach tourism itself already has facilities that support these tours including parking lots, places of worship, other facilities such as lodging, food and beverage stalls, food stalls, clothing stores, souvenir shops, toilets, banana boat and boat rentals. Of the facilities that are already available, some of them cannot be said to be feasible because of their inadequate condition. Therefore, vigorous improvement of facilities and infrastructure is needed as well as the addition of several facilities such as trash cans in order to make Tanjung Bira beach tourism a tour that is ready to compete with new tourist objects.

### **3.2.2. Impact of Tourism Development in Tanjung Bira Beach in Improving the Community Economy**

The tourism sector can be developed with efforts to identify the potential of existing tourist objects. A tourist area is very synonymous with entertainment rides, because tourist attractions are places to spend time with friends and family to relieve fatigue after work and for fun (Gursoy et al., 2018).

The presence of entertainment rides will greatly increase the interest of potential tourists to visit. Tourist visits in a tourism area cause social interaction between the surrounding community which causes changes in the pattern or way of life of the local community (Marin, 2015). The increase in the number of visitors makes the community around the tourist area get the opportunity to increase income through business activities carried out in the area (Deep et al., 2020). This condition is part of the community's efforts to improve the economy in the form of small businesses by utilizing the development of beach tourism by the government. The increase in the number of visitors will directly impact the increase in tourism levy revenue which will also affect the increase in Regional Original Revenue (PAD). Tourism is also a sector that has contributed a lot to the socio-economic growth of many countries, especially countries that make tourism a mainstay economic sector. Tourism as an economic driver has received great attention. This is because tourism can provide a positive multiplier effect to the community, for example by absorbing labor (Alhowaish, 2016).

When a tourist spot is formed and a tourism activity occurs, it will cause an impact. This impact will affect the community around the tourist area which will have a positive or negative impact. The impact arising from the development of tourism on Tanjung Bira beach in improving the economy of the surrounding community in the form of: a) Revenue from foreign exchange, where this impact benefits the tourism sector because it can attract foreign tourists who want to visit. So that this tour becomes crowded and foreign tourists become more consumptive by buying various kinds of goods, including local goods. b) Addition of community income with businesses in Tanjung Bira beach tourist attractions such as selling food and drinks, clothing, and food stalls. c) Addition of government revenue where government revenue increases which is obtained from the tax on lodging buildings in the form of villas by 10%, and also obtained from tourist entrance tickets that have been taxed 10%. d) Opening employment opportunities. With the existence of Tanjung Bira beach tourism activities, jobs such as parking attendants, entrance counter guards, bathroom guards are open. e) The multiplier effect is the economic effect that occurs due to tourism economic activities on overall economic activity in a region. f) Utilization of tourism facilities by local communities, where all Tanjung Bira beach communities can utilize Tanjung Bira beach tourism facilities according to their needs. g) There is no negative impact from the development of Tanjung Bira beach tourism because it has been minimized.

Pair tourism has also been proven to be able to be a solution in supporting the economy of the State of Indonesia. The tourism industry in various regions has proven to be able to have a significant positive impact on economic development, such as, being able to create jobs, create new business opportunities, increase regional income and so on (Koens et al., 2018). Tourism is one of the sectors that can be developed as a source of regional income in general and local community income in particular. The main tourism product is an attractive key that can attract tourists to a particular destination (Rasoolimanesh et al., 2017). Tourism development in Indonesia aims to reduce poverty, preserve nature, environment and resources, develop culture, improve the nation's image, and strengthen relations with other countries.

### **3.2.3. Obstacles Faced in Tourism Development at Tanjung Bira Beach and Solutions Implemented**

Tourism development is a series of efforts to realize integration in the use of various tourism resources, integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development (Rodrigues et al., 2014). The rapid development of tourism is reflected by the stretching of the region in developing tourism potential to invite local, national and foreign tourists. The tourism industry is one of the sectors that can help improve people's welfare. The tourism industry encourages the growth of a productive economy in the community.

The purpose of developing a tourist destination is to offer tourism products and services provided by the management, it is clear that the physical and non-physical development of tourist destinations must support and provide opportunities to shape products and services according to the needs and desires of customers and tourist market services. The long-term success of the tourism industry is highly dependent on the level of acceptance and support from local communities (Romao et al., 2017). The government needs to participate in encouraging the formation of tourist destination management bodies in the regions. This agency will be tasked with optimizing resources to encourage the realization of expectations of bringing in tourists, providing services, and creating an environment that is able to support the realization of activities in the form of policies, regulations, and incentives.

The development of tourism is increasingly rapid and has very intense competition, so that business managers in the tourism sector try to provide the best service for all visitors (Muresan et al., 2016). In a tourism development, there are things that need to be considered, namely obstacles. Obstacle is something that can hinder in achieving something. So the obstacles in this study are things that cause obstruction of activities carried out in the development of Tanjung Bira beach tourism.

The obstacle faced by the manager when developing Tanjung Bira beach tourism is the limited funds available. Funds are one of the main drivers of the tourism development process, because if there are no funds then the development cannot be carried out as planned. In addition, the obstacle faced is human resources. The human resources referred to here are the cohesiveness or involvement and creativity of residents.

Creativity is also an obstacle faced by Tanjung Bira beach tourism. Because every tour will certainly continue to innovate and develop to exist and survive in the tourism industry competition. Therefore, creativity is very influential in the process of development and innovation. And this obstacle is being faced by Tanjung Bira beach tourism, namely the decline in creativity.

In every obstacle there will definitely be a solution. Solution is a way out or answer to a problem. In the research the solution in question is the solution to the obstacles faced when developing tourism on Tanjung Bira beach. Managers continue to strive in developing by applying for assistance to the government and are currently still waiting for improvements from the government through DAK (Special Allocation Fund). In addition, funds are also obtained from the withdrawal of entrance tickets to tourist sites. For HR solutions, the manager overcomes it by

conducting an evaluation which is to find out the extent of the progress made and what is lacking and must be improved again. The manager also always receives suggestions from visitors regarding development and what needs to be developed again.

#### 4. CONCLUSION AND SUGGESTION

Tourism development strategies in improving the economy of the surrounding community on Tanjung Bira beach, Bonto Bahari District, Bulukumba Regency in the form of: a) Addition of tourist attraction objects such as adding photo spots, repainting them to make them attractive. b) Managers develop accessibility in the form of installing directions to make it easier for visitors to arrive at tourist sites, and there is also public transportation in the form of mikrolet. c) Amenity development such as food stalls, souvenir shops, food and beverage stalls, bahar tour rental places, and clothing stores. d) Development of public facilities in the form of prayer rooms, toilets, parking lots, and seating to relax on the beach. e) The government also plays a role in development. Where Tanjung Bira beach tourism is managed by the Tourism Office. f) Based on the potential of tourism objects with facilities and infrastructure owned such as parking areas, places of worship, other facilities such as lodging, food and beverage stalls, food stalls, clothing stores, souvenir shops, places to relax on the seafront, and toilets.

The impact of tourism development on Tanjung Bira beach in improving the economy of the surrounding community in the form of: a) Revenue from foreign exchange, where this impact provides benefits to the tourism sector because it can attract foreign tourists who want to visit. So that this tour becomes crowded and foreign tourists become more consumptive by buying various kinds of goods, including local goods. b) Addition of community income with businesses in Tanjung Bira beach tourist attractions such as selling food and drinks, clothing, and food stalls. c) Addition of government revenue where government revenue increases which is obtained from the tax on lodging buildings in the form of villas by 10%, and also obtained from tourist entrance tickets that have been taxed 10%. d) Opening employment opportunities. With the activities of Tanjung Bira beach tourism open jobs such as parking attendants, entrance counter guards, bathroom guards. e) The multiplier effect is the economic effect that occurs due to the economic activities of tourism to the overall economic activity in a region. f) Utilization of tourism facilities by the local community, where all the people of Tanjung Bira beach can take advantage of Tanjung Bira beach tourism facilities according to their needs. g) There is no negative impact from the development of Tanjung Bira beach tourism because it has been minimized.

The obstacles faced when developing Tanjung Bira beach tourism are limited funds, lack of creativity, and lack of cohesiveness or community involvement. Solutions taken in the form of evaluation to the community, and also receive suggestions from visitors regarding development and what needs to be developed again.

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