

Strategy for the Development of the Sustainable Tourism Sector in the Coastal Area of Tomini Bay Based on Local Wisdom to Increase Regional Original Income In Bone Bolango Regency

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ABSTRACT

The development of a sustainable tourism sector based on local wisdom will be a solution in formulating a strategy by looking at the tourism potential of the Tomini Bay coastal area which has an impact on increasing local revenue. This study aims to determine the strategy for developing the sustainable tourism sector in the coastal area of Tomini Bay based on local wisdom to increase local revenue in Bone Bolango district. This research uses a qualitative descriptive research type. The focus of this research is strategies in the development of sustainable tourism in the form of attraction strategies, human resource strategies, service quality strategies, market strategies, and partnership strategies. Data were obtained from primary and secondary data through observation, interviews and documentation. Data analysis was carried out through the stages of data reduction, data presentation, drawing conclusions. As well as using a SWOT analysis that is used to develop a tourist attraction development strategy. The results showed that the management of the tourism sector in Bone Bolango district had not been well managed, this was caused by various problems, both internal and external. Meanwhile, regional original income through the tourism sector has not been fulfilled properly. Attractive strategy so far the existing tourist attraction objects are still natural. Judging from the human resource strategy in the form of a lack of human resources both in the tourism department and especially those in tourism objects. The strategy for the quality of coastal tourism services in the Tomini Bay district of Bone Bolango is still far from being satisfactory and does not yet have a good market strategy. The partnership strategy in tourism development has not been carried out by the regional government of Bone Bolango district because currently the focus of the local government, in this case the tourism sector, is more on improving documents.

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1. INTRODUCTION

The tourism sector is a sector that has the potential to be developed as a source of regional income (Hayati & Aji, 2022). The program for the development and utilization of regional tourism resources and potential is expected to contribute to economic development (Wulandari, 2018). This is stated in Law Number 10 of 2009 concerning Tourism which states that: the implementation of tourism is aimed at increasing national income in the context of increasing the welfare and prosperity of the people, expanding and equalizing business opportunities and employment opportunities, encouraging regional development (Eldo et al, 2020).

Bone Bolango Regency as an autonomous region in the implementation of regional development, is based on the potential and superior regional resources it has. The tourism sector in Bone Bolango Regency is a sector with great potential to be developed, bearing in mind that this area has various tourism potentials, one of which is along the Tomini Bay Coast, precisely in the Kabila Bone District to the Bulawa District, which is the farthest region in the southern part of the Regency. Bone Bolango which is directly adjacent to North Sulawesi Province. As a leading potential for tourism in Gorontalo Province, the condition of tourist attractions in the coastal areas owned by Bone Bolango Regency shows the potential for tourism products that are significant for the development and improvement of the regional economic structure (Tui, et al, 2023). The diversity of these potentials is a wealth of natural and cultural resources that can be developed.

From the data obtained, along the coast of Tomini Bay in Bone Bolango Regency, there are several villages that have potential as marine tourism as shown in the table below:

Table 1. Tourism Potential of Bone Bolango Regency

No	Types of Tourism Objects	Forms of Tourism Objects	Location / District
1		Olele Marine Park	Kabila Bone
2		Molotabu Beach	Kabila Bone
3	Marine tourism	Botutuo Beach	Kabila Bone
4		Botubarani Whale Shark	Kabila Bone

Source: Bone Bolango Regent Regulation Number 16 of 2021

Tourism potential in Bone Bolango Regency is quite prospective. This can be seen through the Realization of Tourist Visit Targets in Bone Bolango Regency based on the performance achievements of the Tourism and Creative Economy Service Office of Bone Bolango Regency which tends to increase every year in the following table:

Table 2. Number of Tourist Visits to the Coastal Area

Indicator	Target Realization				
	2017	2018	2019	2020	2021
Number of Tourist Visits	136,694	42,094	250,019	330,247	280,000

Source: LAKIP Office of Tourism and Creative Economy, Bone Bolango Regency

The increase in the number of tourist visits shows that Bone Bolango Regency is an area that has tourism potential which of course will have an impact not only on improving the local community's economy but further on improving people's welfare. If this sector is managed properly, the income per capita of Bone Bolango Regency will increase which of course will have the potential to increase development and equal distribution of people's welfare in the Bone Bolango Regency area.

When compared with tourist attraction objects in other areas such as Jakarta, Bali, Sumatra, Makassar, Manado and other cities in Indonesia, this tourism sector is no different when viewed from the uniqueness, beauty, and value of the diversity of natural and cultural assets it has. , it's just that the management, development and promotion of the tourism sector is the current obstacle, this is caused by several factors such as: 1) The tourism potential of Bone Bolango Regency has not been optimally managed due to the lack of coordination in the development management system which is a cross-sectoral system and human resources human beings (managers, coaches, and the community), 2) there are still very limited facilities and infrastructure supporting tourism in Bone Bolango Regency, the regional tourism marketing budget is still lacking so that it affects the market

area, 3) the role of regional tourism institutions is not yet optimal in supporting the achievement of the vision and mission of tourism development in Bone Bolango Regency.

Some tourist objects which are currently the mainstay of Bone Bolango Regency for development do not provide maximum contribution to the area, this is due to management that has not been maximized, existing facilities and infrastructure and other supporting capacities, so that serious attention and special strategies are needed from the local government for potential development tourism sector.

The hope is the need for the development of tourism based on local wisdom in the coastal area of Bone Bolango Regency with various strategies to create sustainable tourism, of course to increase the regional income of Bone Bolango Regency.

This research is supported by previous research on the potential for tourism in the coastal areas of Bone Bolango Regency which are very diverse, ranging from nature tourism (ecotourism), cultural tourism to marine tourism. The diversity of these potentials is a big capital in the development of tourist attractions to increase local revenue (PAD). So that this research becomes a reference for studying how the strategy for developing the sustainable tourism sector in the coastal area of Tomini Bay is based on local wisdom to increase regional original income in Bone Bolango Regency.

2. RESEARCH METHOD

The type of research used is descriptive qualitative with a systematic and subjective approach in explaining everything that exists in the field and is oriented towards efforts to understand the phenomenon as a whole. This study seeks to describe or determine the level of strengths, weaknesses, opportunities and threats in tourist objects in the coastal area of Tomini Bay, Bone Bolango Regency which is expected to provide a formulation of a sustainable tourism development strategy based on local wisdom which can later be applied by the tourism object manager. Descriptive research is a research technique that seeks to provide an overview and interpret objects according to actual conditions. This means that in this study, researchers did not change, provide additions, or manipulate the object of research. Researchers conducted field studies at various tourist objects in the coastal area of Tomini Bay, Bone Bolango Regency and conducted literature studies on various literatures to understand the phenomena that occurred so as to be able to formulate concepts to solve problems related to the studies in this study.

The focus of this research is the strategy in developing sustainable tourism in the coastal area of Tomini Bay, Bone Bolango district, which consists of an attraction strategy, human resource strategy, service quality strategy, market strategy, and partnership strategy. Data obtained from primary and secondary data through observation, interviews, and documentation. Data analysis was carried out through the stages of data reduction, data presentation, drawing conclusions. As well as using a SWOT analysis that is used to develop a tourist attraction development strategy.

3. RESULTS AND DISCUSSIONS

Bone Bolango District is a district in the Province Gorontalo, Indonesia. This area is the result of the division of Gorontalo Regency in 2003. Before becoming a Regency, Bone Bolango at that time still covered 4 sub-districts namely Suwawa, Kabila, Tapa and Bone Pantai. Bone Bolango Regency officially became a definitive regency area on May 16, 2003, through PP No. 6 of 2003.

Geographically, the Bone Bolango Regency area has extraordinary natural wealth to support the improvement of people's welfare in the Regency area. One of the many potentials is the natural beauty of Bone Bolango Regency tourism, which has beauty, uniqueness and diversity, enabling the tourism sector to become a mainstay sector in future. Even though the management of the tourism sector has not been well managed, the public interest in enjoying the beauty, uniqueness and diversity of the tourism sector is enormous, this can be seen from the number of tourist visits in the Bone Bolango Regency area as shown below:



Figure 1. Number of Visits by Domestic and International Tourists in Bone Bolango District

Figure 1 above shows that fluctuations in tourist visits, especially tourists, have increased every year, the results of local tourist visits during 2018 totaled 97,532 people, in 2019 there were 247,169 people, in 2020 there were 301,311, in 2021 there were 275,788 and in 2022 there were 458,488. The description above shows that the tourist attraction and the magnitude of the people's desire to enjoy the beauty of existing tourist objects is very large even though in 2021 there had been a decline in domestic tourist visits due to the COVID 19 pandemic, but slowly the trend of returning tourist visits showed a significant increase even though visits these tourists continue to follow the health protocols set by the central government and local regional governments.

The Potential of the Sustainable Tourism Sector of the Tomini Bay Coastal Area in Bone Bolango Regency

The potential of the tourism sector is an object that has strength and added value to be developed into a tourist attraction. As with areas that are close to waters and mountains, of course Bone Bolango Regency has the potential for a tourism sector that is no less interesting than some areas of Gorontalo province.

The following are some of the tourism potentials in the coastal area of Tomini Bay in Bone Bolango Regency:

1) Kurnai Beach Tourism



Figure 2. Kurnai Beach Tourism

Kurenai Beach is one of the popular beach attractions in Bone Bolango, Gorontalo which is interesting to explore. The white sand beach offers stunning natural scenery and is the best place to enjoy the sunset. This beach is located in Bone Bolango, Gorontalo. Where it has a sea and beach area that is so beautiful. In addition, there are various uniqueness here. So that visitors can be satisfied to explore the beauty of Indonesia.

To go to this beautiful and stunning beach you have to go to Batu Barani Village, in Kabila Bone District, Bone Bolango Regency, Gorontalo Province. This province is located in the same location as Sulawesi. So when visiting Sulawesi, don't forget to take a short look at Kurenai Beach.

In this place feel the sensation of a private beach. The distance traveled from the center of Gorontalo City, to the location of this beach is not difficult. Because the distance is only about 10 KM. Of course, this trip can be reached within 30 minutes at moderate speed. The path to this beach is also adequate. So that the trip can be done smoothly.

Kurenai Beach also has a beautiful stretch of white sand. Where the coastline also adds its own impression. One of the attractions of this beautiful beach is its soft-textured sand. In addition, in the vicinity can also be found towering trees. These plants seem to add to the beautiful impression of this beach. The reason is, the ranks of these trees thrive. So even a gentle breeze makes visitors feel relaxed. You can take a leisurely stroll to enjoy the view, or play beach games. Especially if accompanied by family, it will be very fun.

2) Olele Marine Tourism Park



Figure 3. Olele Marine Tourism Park

This tour is named Olele Marine Park, located in Olele Village, Kabila Bone District, Bone Bolango Regency. It only takes about thirty minutes to forty five minutes to arrive at this marine park. The distance is about 20 km from downtown Gorontalo. Olele Beach, which has white sand, is very close to residential areas. But this close distance does not pollute the surrounding waters. The water still has good visibility, the coral reefs are still dense and well preserved. This proves that local residents still care and understand the potential wealth that exists in their area. A beach on the south coast which is still in Tomini Bay is the prima donna of this area's tourism. But what is superior is not the beach,

3) Whale Shark Marine Tourism



Figure 4. Whale Shark Marine Tourism

Gorontalo is one of three places in Indonesia that has the privilege of having shark tourism whale. Tourists can see the largest fish species near the beach in Botubarani Village, Kabila Bone District, Bone Bolango Regency. Botubarani Village is indeed located not too far from the provincial capital Gorontalo. The distance can be reached in about 30 minutes. It's not difficult for tourists to see whale sharks. From the boat, 100 meters from the beach, you can see these unique animals.

4) Botutuo Beach



Figure 5. Botutuo Beach

Botutuo Beach is a tourist destination location in the village Botutuo, Bone Bolango District, Gorontalo. It is located on the south coast of Gorontalo facing Tomini Bay. This beach is one of the tourist attractions which is the main choice of local tourists to fill their holidays. Botutuo Beach is about 17 kilometers from Gorontalo City. To get to the location can be accessed using public transportation or private vehicles with a travel time of about half an hour. Only 1 access road can be reached from Gorontalo City to this location.

Botutuo Beach is one of the most popular marine tourism objects in Bone Bolango. Not only by local tourists, this beach is also quite popular with tourists from other regions. Affordable entrance fees with stunning panoramic views are the main attraction of this one tourist destination. Able to provide a safe and comfortable atmosphere for tourists, this beach has its own uniqueness that makes it different from other beaches in Indonesia. If you are curious, you can stop by this beach during your visit to Gorontalo.

5) Molotabu Beach Tourism



Figure 6. Molotabu Beach Tourism

Molotabu Beach located in the village of Molotabu which is about 16 km from the City Center of Gorontalo. The beach has beauty in the sea like coral reefs which are very close to the surface. The Molotabu coastline which is quite long has its own charm for visitors when traveling.

Analysis of the Strategy for the Development of the Sustainable Tourism Sector in the Tomini Bay Coastal Area Based on Local Wisdom to Increase Regional Original Income

Based on the results of this study, the focus of the problem is based on an analysis of the tourism sector development strategy which is translated into 4 research subfocus to be examined. The analysis process is carried out to understand all the information obtained from research results and literacy studies (both regulations, theory, and related research). The process used is a SWOT analysis.

SWOT analysis is a systematic strategic planning method to maximize the strengths, weaknesses, opportunities and threats that occur within an organization. The strategic decision-making process is intended to produce a policy design for the development of the tourism sector in Bone Bolango Regency. To realize the development of a quality tourism sector, the following factor analysis is carried out:

Strength

Strength is a picture of the positive things of an organization, this strength factor becomes positive values in the development of an organization, among the strength factors currently owned by the tourism agency, namely the potential for the tourism sector in Bone Bolango Regency so much, this is a strength for the Regional Government The Regency is trying to develop the tourism sector so that it can be competitive with the surrounding areas, this is as explained by the informant ET, as the Head of the Tourism Sector stated that, "The potential for the tourism sector in the coastal areas owned by Bone Bolango Regency gives its own color to tourism in Bone Regency. Bolango to continue to improve for the sake of increasing the welfare of the community and the regional government of Bone Bolango Regency ". Then added by the BR informant, The potential for the tourism sector in the coastal area of Bone Bolango Regency is no less potential when compared to other regions in Indonesia which have previously developed the tourism sector, what we lack is the concept and courage of the local government to really seriously make the tourism sector a source of foreign exchange in the Bone Regency area. Bolango".

Weakness

In an organization, both public and private organizations are certainly not free from deficiencies or weaknesses. In the SWOT analysis, weaknesses are conditions that exist within an organization and basically these weaknesses are something that naturally occurs but cannot be tolerated because they can damage the order or system in the sustainability of an organization.

Likewise, what happened to tourism in Bone Bolango Regency, in an effort to develop the tourism sector was filled with obstacles and weaknesses which until now the tourism sector in Bone Bolango Regency has not had a positive impact on the economic progress of the community, while several interview results regarding weaknesses found during the study were as follows:

Human Resources

Human resources are a basic asset in advancing an organization, their existence is an important point in providing quality services to the community, the role of HR in an organization is determined through the recruitment and placement of HR in accordance with their educational background. However, it is a pity that there are more human resources in the field of tourism in Bone Bolango Regency who do not have a tourism background, this is as explained by the informant RM, ASN that, "The current human resources are not in accordance with their educational background. Most are just general graduates. There are even those who have only graduated from Vocational High Schools (Local Vocational High Schools), so they need more education and training so that they have a better understanding of what should be done for the development of the existing tourism sector."

Inadequate Facilities and Infrastructure

Facilities and infrastructure are the main capital in developing the tourism sector in Bone Bolango Regency, the support of these facilities is appropriate and comfortable so that tourists will linger to stay and enjoy the beauty that exists, but once again the existence of facilities and infrastructure is still the main factor hampering the tourism sector. Bone Bolango Regency tourism is a source of foreign exchange for development in Bone Bolango Regency, as explained by an informant with the initials ET, as the Head of the Bone Bolango Regency Tourism Sector that, "Two years of joining the tourism agency have required me to always be creative in trying so that the tourism sector can become a source of foreign exchange for development progress in the Regional Government of Bone Bolango Regency. it is very unfortunate that the facilities and infrastructure that are being built at this time in several places were not built based on a study of the world of tourism so that it seems that they were only built as long as they were built for the sake of fulfilling the basic elements of being built, many of which I noticed did not follow the applicable laws or technical guidelines so that it has not been many years since there have been many facilities damaged ones can't even be used anymore. It's a shame if it's like this, it's the people and local government who are harmed."

Lack of Tourism Promotion

Promotion is part of self-introduction or product from a company or organization, the more often we do promotions, the more people will know and know what activities or production we produce. In order for the tourism sector to be known by the general public, promotion techniques need to be carried out both online and offline so that what we hope for can be carried out properly. The promotion of the tourism sector in Bone Bolango Regency has been carried out but is still very limited, this is in accordance with the explanation from the informant ET, as the head of the tourism sector in Bone Bolango Regency, explaining that, "Promotion of the tourism sector has been attempted, but it's not maximal, I'm afraid that when a large-scale promotion is not supported by tourist destination facilities, what happens is unpleasant complaints from tourists. Promotion is very important, but after all the conditions in the development of the tourism sector are fulfilled.

Opportunity

Opportunities in an organization are favorable conditions obtained from the surrounding environment for future progress, this role depends on how much or you want the organization to use it for organizational progress, some things that become opportunities such as technological changes, people's purchasing power and regulations or policies that govern the order organization in society.

The existence of Tourism Sector Development Regulations

In developing the sector, several regulations that are used as a reference for the implementation of these activities consist of presidential regulations, ministerial regulations, governor regulations and regent/mayor regulations. until now the tourism sector is still a serious concern of the central government to be developed into a public sector that is able to contribute foreign exchange to a region and its people, the existence of laws, presidential regulations, candy and other regulations is proof that this sector must need to be developed for this noble goal Unfortunately, even though the regulation already exists and is binding, for one reason or another the tourism sector in Bone Bolango Regency is still stuck.

The Opening of Job Opportunities for the Surrounding Communities

The existence of the development of the tourism sector in an area has a significant impact on the survival of the existing community, the creation of jobs and employment opportunities makes this sector must be developed as soon as possible, from several studies and articles stating that the type of business that is able to accommodate as many workers as possible is the tourism industry, this is as explained by the informant with the initials KP, as the Head of the Infrastructure and Territorial Sector of BAPPEDA-LITBANG Kab. Bone Bolango states that,"The growth of various business sectors in Bone Bolango Regency is a blessing for the local government and its people, this is expected to be able to reduce the increasing number of disruptions and poverty in Bone Bolango Regency, the discourse on developing the tourism sector is a concept that must be immediately supported both budget allocations, regulations , human resources and so on, of course, can create extraordinary opportunities for the progress of Bone Bolango Regency in the future.

High Community Interest for Traveling

After the Covid-19 pandemic this habit will continue because for almost two years people have only been in their home or family environment without being able to go anywhere, and now everywhere we can find people in various places, especially in tourist destinations that offer various kinds of fun, ranging from rides to play, photobooth, culinary, to a comfortable resting place, this is in line with the explanation from the informant RM, as ASN and also a visitor to the Bone Bolango Regency tourist spot, said that,"After the COVID 19 case slumped, tourism sector activity began to stretch. During the 2020-2021 period, many destinations and the tourism industry grew. Growth is part of the high interest of the public to travel, so it is necessary to streamline the management of the tourism sector initiated by the local government so that this number of visits can contribute to the region and society.".

Technological Developments Facilitate Promotion

Technological advances have reached all human activities, not only the tourism sector but government organizations have experienced how the advantages of using current technology, ease of transactions, ease of information and ease of investment are the main factors of technology being the basis for the progress of a civilization. In the world of tourism, information technology is needed to sell or promote all tourism potentials whose goal is to attract foreign tourists to come visit and invest in Bone Bolango Regency. This is in line with what was conveyed by the informant IN, as the tourism manager explained that, "Technology facilitates everything, tourism promotion in Bone Bolango district should be introduced to the outside world so that it has a significant impact on this area. Decades of working with technology have made all matters easy as long as the technology can be applied in our lives. District tourism requires all of this, with the hope that every progress produced will have a positive impact on increasing people's welfare.

Increasing Regional Income

Everyone knows that the tourism sector is able to make an extraordinary economic contribution to an area, what we have seen and read in several electronic and print media is proof that the contribution of the tourism sector to the progress of a region is enormous. In line with the explanation given by BR, As Observer of Tourism Destinations/Tourism Exploration Team for Bone Bolango Regency stated that, "We cannot deny that the per capita income of a regional country is obtained from the tourism sector, if Bone Bolango Regency wants to progress and develop, the sector Tourism is one of the key answers to the economic problems of society. The potential of the tourism sector that is owned should be a contribution to PAD for Bone Bolango Regency, unfortunately this has not been planned properly.

Threat

Threats are conditions outside the company or organization that are unfavorable for a company or organization. This condition can interfere with the continuity of the organization's operations, but if it is controlled, it can be used as material for evaluating the organization in the future.

There is Tourism Competition

Business competition in an area is common, this is due to the large potential and market as well as the desire of the private sector to expand their business to remote parts of the country. The growth of new business sectors around us will certainly create threats to existing organizations, therefore an effort or method is needed to avoid the negative impact of this incident. currently a tourist icon in our village such as the Miranti bath, and the Lombongo bath, Currently the one that is crowded with visitors is the Lombongo baths from the two tourist spots which have quite good facilities and infrastructure, namely the Lombongo baths tour so that more people visit the place, because it has its own beauty and uniqueness, the place is not much interested except on certain days. This is due to the lack of facilities in that place. The point is, even though it is beautiful and charming, if there are no facilities and infrastructure, visitors will definitely have tourist attractions that have better facilities and infrastructure."

Environmental damage

The development of the tourism sector also has the potential to cause environmental damage such as opening access roads to tourist destinations, construction of locations or beach tourism which can cause disruption to biota or marine life and so on, this is in line with what was stated by the informant with the initials KP, as Head of the Infrastructure and Regional Development Planning Agency. -The LITBANG of Bone Bolango Regency states that, "Infrastructural development and regional development can have positive and negative impacts on an area, we cannot deny that the condition is that if we don't do anything then we will definitely be left behind by other regions, the impact may be more worse than the environmental impact. Likewise with the development of the tourism sector there will be environmental damage both directly and indirectly, but with the development of knowledge we can minimize the damage that can be caused by these activities.

Lack of Government Support

The tourism sector in Bone Bolango Regency has not yet received a proper place in the hearts of policy makers, this is evidenced by the many unorganized and poorly managed tourist destinations, so that many are not utilized as a source of income for the region. This condition is in line with the statement from the ET informant, as the head of the Bone Bolango Regency Tourism sector, stating that, "Two years in the scope of tourism in Bone Bolango Regency is very apprehensive, striving to develop the tourism sector in Bone Bolango Regency did not get a positive response from all parties, in the end several tourist destinations were not managed professionally. The support we need is not only in the form of convenience and regulation but the availability of a budget, which is the main point in developing the Bone Bolango tourism sector to be more competitive and generate foreign exchange for the advancement of civilization in Bone Bolango Regency.

Strategy for the Development of the Sustainable Tourism Sector in the Coastal Area of Tomini Bay to Increase Regional Original Income

Strategy is a long-term plan prepared by an organization to achieve success in the future. On the other hand, strategy is needed to provide direction, both general and specific, that the organization wants to take to achieve its goals. In an effort to develop the tourism sector in the Bone Bolango Regency area, the tourism service as the agency responsible for the sustainability of the tourism sector needs to develop a strategy or concrete steps to make the tourism sector a regional foreign exchange earner in promoting development in the Bone Bolango Regency area.

Tourist Attraction Strategy

To see the tourist attraction strategy in the development of the tourism sector in Bone Bolango Regency, the researchers conducted interviews with several informants who were directly involved with the development of the tourism sector, including ET, as the Head of the Tourism Sector of Bone Bolango Regency stated that, "Conceptually, tourist attractions have the meaning of tourist attractions arising from the management of existing tourist destinations, both artificial and natural tourist attractions. In general, what I understand is that tourist attractions are very closely related to artificial development, so support from the local government is needed to arrange the shape and layout of tourist destinations to give a good impression to tourists. tourism can run well.

HR Strategy

Human resources are the key to the successful implementation of work programs for every agency in the government, whether central, provincial or city/district government. existing resources, because of what was explained by the informant with the initials ET, as the Head of the Bone Bolango Regency Tourism Sector stated that, "Currently the resources we have are not yet available in accordance with the needs of the workforce we want. The existence of human resources in accordance with the background of tourism education can provide choices or convenience in developing the tourism sector in Bone Bolango Regency.

Service Quality Strategy

but the design or concept of a representative place according to visitor requests. The quality of services provided is very dependent on the capabilities of existing human resources.

Market Strategy

The tourism sector also needs to do the same thing, because with a good marketing strategy it will have an impact on increasing community visits both locally and nationally so that a source of foreign exchange for an area can increase and become a contributor to development progress in the future. The results of interviews with ET informants as the Head of the Tourism Sector stated that, "Currently, the market strategy being developed is still in small limits, where what we have done is to carry out promotions through online, banners and several other printed media, this activity is expected to be able to introduce to the public that Bone Bolango Regency has a potential tourist destination."

Partnership Strategy

In developing the tourism sector, Partnership is a keyword if a destination or tourist attraction is faced with competition to bring tourists to a destination. In addition, the multiplier effect of tourism which involves individuals or groups makes partnership strategies important to understand and implement. The results of interviews with EB informants stated that, "In order for the tourism sector in Bone Bolango Regency to quickly grow and develop into a source of regional income, cooperation with the private sector should be established as soon as possible so that the tourism face of Bone Bolango Regency can be seen and the community is not far away to find the tourist spots they want. . Of course, this collaboration benefits both parties and must be bound in an agreement if it is necessary to make a work contract between the private sector and the community.

Discussion

Based on the research description above, the strategy for developing the sustainable tourism sector in the coastal area of Tomini Bay to increase local revenue for the Bone Bolango district consists of 5 (five) strategies as follows.

The Tourism Attraction Strategy is something that becomes an attraction and can impress tourists in the form of a feeling of satisfaction, a sense of comfort, and a sense of enjoyment for tourists who see it or carry it out (Handayani & Hanila, 2021). In this case, it can be in the form of natural, cultural, and man-made attractions. Tourist attractions greatly affect tourists who visit a tourism destination. The better the tourist attractions, the more requests to visit these tourist areas and the more these tourist attractions develop. Based on the results of research and observations of researchers that so far the existing tourist attraction objects are still natural, although in several other places supporting facilities and infrastructure have been established to provide services to tourists visiting these destinations. According to the researcher, the naturalness that exists does not mean anything because people not only need it, but also need places that can provide coolness and comfort while they are there.

Human resource strategy is one of the factors that play an important role in advancing the tourism sector. The importance of HR in the tourism sector is that humans (people) are a very important resource in most organizations. Particularly in service-based organizations, human resources play a key role in realizing successful performance (Ardyansyah & Nasrulloh, 2022). Based on the results of research and observations of researchers that the tourism sector in Bone Bolango Regency so far does not have quality tourism resources, so we can see for ourselves that the tourism status of Bone Bolango Regency is still very far from what was expected. The absence of human resources both in the tourism office and in existing tourism objects is not sufficient manpower that must be met by the local government. Most of the existing human resources come from cross-education, both high school graduates and general undergraduate graduates, so that the management of the tourism sector has not been managed professionally. For this reason, it is necessary to develop human resources in the tourism sector so that the status of tourism in Bone Bolango Regency can be better. Some things that need to be done by the tourism agency as the person in charge of managing the tourism sector in Bone Bolango Regency are conducting education and training, as well as the participation of all employees in activities seminar,

The service quality strategy is closely related to the customer's perception of the service it receives while within the scope of the organization. According to Afandi (2019). Service quality must start from the needs and desires of customers, and end with customer perceptions, meaning that the image and quality provided are not only seen from the company's perspective, but based on customer perceptions. Based on the results of research and observations of researchers that the quality of services provided by the tourism sector in Bone Bolango Regency is still far from satisfactory, this is caused by various things such as the absence of supporting facilities in several government-owned destinations, the concept or tourist attraction being developed is not clear. The impression is only the origin of building,

The market strategy has an impact on the community's economic progress and is able to create the strength of a region. Marketing strategies that can be made include the development of tourist sites and activities, accommodation, access to tourist destinations, tourism supporting facilities, as well as effective and efficient tourism marketing communications (Irawati, et al, 2019). Based on the results of research and observations of researchers that the development status of the

tourism sector in Bone Bolango Regency does not yet have a good market strategy, what is currently only available is promotion through online media, so that the destinations in Bone Bolango Regency are widely known in the community both locally and nationally, but there is still a lack of facilities so that tourists who come to visit are reluctant to visit tourist destinations managed by the local government.

A Partnership Strategy is a series of forms or structures of plans and ongoing activities between two or more parties where both of them identify, support and meet each other's needs (Septiana, et al, 2022). Based on the results of research and observations of researchers that the development strategy with a partnership pattern has not been carried out by the Regional Government of Bone Bolango Regency because currently the focus of the local government in this case the field of tourism is document improvement (Perbup, DED, Master Plan, Making Certificates) as well as reviewing regulations related to income local origin (PAD) related to the tourism sector.

4. CONCLUSION

The strategy for developing the sustainable tourism sector in the coastal area of Tomini Bay based on local wisdom is to increase regional own-source revenue for Bone Bolango Regency that in developing the potential of the tourism sector in the Bone Bolango Regency area, the role of local government is still very limited, so it can be seen that some of the existing tourism potential is not managed optimally. professionals, thus in several places it is common to find facilities or infrastructure that have been damaged due to not being used properly. This can cause the potential of the tourism sector to be less feasible to serve as the main destination in the coastal area of Tomini Bay, Bone Bolango Regency. The management of the tourism sector in Bone Bolango Regency has not been well managed, this is caused by various problems, both internal and external problems. Meanwhile, local revenue through the tourism sector has not been fulfilled properly, because this sector only receives taxpayers from both individuals and from agencies or companies.

Therefore, the need for the role of the local government as one of the stakeholders in tourism development in Bone Bolango Regency takes strategic decisions regarding the development of the tourism sector in Bone Bolango Regency which is based on a research focus on the tourism sector and local revenue through SWOT analysis so as to produce a strategy for developing a sustainable tourism sector. in the coastal area of Tomini Bay based on local wisdom to increase local revenue in Bone Bolango Regency. The strategy that must be built is an attraction strategy which is an attraction, a human resource strategy which is an important factor in advancing the tourism sector, a service quality strategy, a market strategy, and a partnership strategy.

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