

The Strategics and Tourism Development in Bengkulu Province, Indonesia

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The development of tourism in Bengkulu Province was aimed at improving the tourism as one of the prioritized sectors. This accomplished through the improvement of the tourism competitiveness, the development of local tourism, the development of human resources as well as the increase of the roles of the community and business people in the tourism sector. The variety of tourism attractiveness and its potentials existing in Bengkulu Province has not been used and managed well as a tourism resources that has a selling point and a competitive value so that it can accelerate the increase of the local government and community income. Such as tourism resources still need a creative and professional touch in order to make it as an object of tourism and to make it attractive; therefore, it can be made as a tourism product that has selling value. Having considered the afore-mentioned condition, this study aimed to the region and its problems existing in tourism. There was no explanation and firmness on the tourism object classification as well as the existence of the facilities and infrastructure supporting other tourism in Bengkulu Province. The result of the study indicates that the reputation of the tourism had a very positive effect toward the tourism sectors. It had a small impact to the damage of nature and the local culture, but it created work opportunities and increased the community income. Other findings of the study were to provide input for a further research of the tourism development, that is information needed by the study in order to identify other factors related to the product approach and the tourism market approach in developing the competitiveness of the tourism sector.

Keywords: tourism development, local government, community income

Introduction

Bengkulu Province is very rich in tourist attractions with various types of characters; there are cultural heritage, traditional heritage, natural phenomenon with various attractions, natural scenery with flora and fauna, and marine tourism with various attractions, scattered throughout the district/city in Bengkulu Province, as well as some tourist attraction has an adjacent location so that in one trip can visit several objects at once. Bengkulu Province has nine districts and one city. In every district and city, there is a tourist attraction. The business of tourism facilities in Bengkulu Province is only filled with accommodation, cafe, and restaurant. Accessibility from or to Bengkulu is served by three modes of transportation, i.e., land, sea, and air. There are four airlines for Jakarta-Bengkulu flight with five flights per day, while flights serve Bengkulu-Palembang route with three

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times a week flight. And also, flights serve Bengkulu-Batam route with three times a week. Besides tourism business which is directly related to the implementation of tourism, there are some supporting business that plays an important role to the growth of tourism, such as transportation, telecommunication, and banking services. To establish Bengkulu Province as a tourist destination, it is necessary to designate various tourism objects as "Tourism Main Attraction" which can be packed through various forms of tourist package that can attract tourists and be able to open access Bengkulu isolation in various aspects of the market for other leading commodities.

Based on the resources owned, it is time for Bengkulu to fix itself and create a variety of potential objects and tourist attraction that can be packaged as a competitive tourism products and development tailored to the market share and form of tour packages to be offered to tourists. However, when compared with other areas on the island of Sumatra, the tourism province of Bengkulu is still lagging far behind. The lag is clearly seen in the number of tourist visits to Bengkulu Province compared to other provinces in Sumatra which is ranked eighth out of 10 provinces.

Objectives of the Research

- (1) To formulate the strategies and programs for the development of tourism sector in Bengkulu province.
- (2) To know the competitiveness of tourism in Bengkulu Province.

Method of Research

Weighted variable data using purposive sampling technique based on the profession are ecotourism experts in Bengkulu Provinces, with a total sample of approximately 25 people to be selected and divided into five groups, namely, academic group (lecturers), groups of practitioners (business travelers), government agencies (heads of relevant agencies), organizations that facilitate the actors of independent audiences, and groups (NGOs) and tradition organizations, with each group consisting of five people.

Analyzing the data used descriptive method by combining qualitative and quantitative analytical methodological approach through a comprehensive approach. The analysis tool used is with SWOT and Competitive Matrix.

- To study internal and external factors in tourism development with SWOT analysis techniques (strengths, weakness, opportunities, and threats).
- To determine the competitiveness of tourism objects studied. Each tourist attraction is given a different rating depending on the relative condition of the tourist objects.

Results and Discussion

Based on the results of internal environmental monitoring as well as externally. The development of the Tourism sector of Bengkulu Province still lacks a strong foothold as measured from the perspective of "vision and mission" products on how best it is, managers of the tourism industry that can increase the attractiveness of tourists, increase business income, improve quality, and conserve the tourist environment and benefit local communities. However, this can be realized if it has a high commitment to the quality of the plan to be generated.

Strength

The development of the ecotourism industry of Bengkulu Province especially in the local situation will have implications for the involvement of communities surrounding the tourism project area in the planning.

Tourism development is aimed at:

- (1) Increasing employment opportunities, increase local incomes and also local communities.
- (2) Optimizing environmental conservation activities and also developing recreational facilities.
- (3) Creating standardization and ecotourism based on ecology and development of trans-sectoral management in its development.

Weaknesses

- (1) In the planning of tourism has not depicted the quality of tourism products, in accordance with market demands and the behavior of tourists who continue to change.
- (2) Tourism Attraction Object is still not yet identified and justified in sustainable development in the preservation of nature and culture.
- (3) The unpredictability of the view in the utilization of natural resources is the necessity of every living being, which must be maintained and preserved in order to be used in the future.

Opportunity

- (1) Geographically, Bengkulu Province was rich in tourism potential, either in the form of natural wealth, maritime, and historical/religious.
- (2) Development of tourist product was high ecological value (green product).
- (3) Tourism areas that offer biological diversity (biodiversity).

Threats

- (1) The role and function of various stakeholder strategies do not go completely; development of tourism was often see as the task of one party only.
- (2) There is no accurate information about tourist location either natural or cultural attractions.
- (3) The assessment of the tourist area, especially for the community against the local government, tends to be over-estimated (ower estimated) because there is no feasibility study.

This research was conducted on 17 tourist objects spread in Bengkulu Province, conducted in the period of end of September until the end of November 2016. The result of ranking competitiveness of tourism for 17 tourist objects presented based on the rank of eight variables. Such a presentation was intend to obtain a complete illustration of the final result in total, as well as to know the advantages and disadvantages of each tourist attraction. In the discussion of this research report only displayed the ranking results of tourist objects that occupy the top three rankings and the lowest rank based on general rank from every variable.

The competitiveness rating of tourism was generally derive from the accumulation of all ranking variables, from eight variables forming tourism competitiveness (see Table 1). Variables of beauty and uniqueness have the greatest weight that is equal to 21.185%, followed by education and research variable equal to 15.599%, accessibility variable 15.195%, social culture variable 11.275%, recreation variable 10.174%, supporting facilities variables 9.612%, adventure and sports variables 9.098%, and variable accommodation availability 7.862%. Seeing the weight structure of each variable forming the competitiveness of the tourist object, it appears that the condition of beauty and uniqueness possessed by the tourist attraction was very influential on the competitiveness of tourism in the province of Bengkulu.

Table 2 shows that the rank of the 17 tourist objects, from the top ranking to the lowest ranking. The first rank was occupie by tourist attractions Tapak Padri Beach, followed by the attractions of Duayu Sekundang Beach ranked second, Lake Mas Harun Bastari ranked third. Those were three bigger ranks from 17 tourist

objects. Although in general the tourist attraction monitor Tapak Padri Beach got first rank, if viewed the variables, from eight variables forming tourism competitiveness, only on the variable of education and research ranked first; the other ranked second for supporting facilities, availability of accommodation, recreation; ranking third on accessibility, social and culture, and adventure variables; but for beauty and uniqueness ranked fourth.

Table 1

General Variable Weight for Object Competitiveness Tourism in Bengkulu Province

Variable	Percentage weight (%)
Accessibility	15.195
Beauty and uniqueness	21.185
Supporting facilities	9.612
Availability of accommodation	7.862
Social and culture	11.275
Research and education	15.599
Recreation	10.174
Adventure and sports	9.098

Source: Primary data.

Table 2

Competitiveness Rank Tourism Objects

No.	Tourism objects	District/city	Total value
1	Beach of Tapak Padri	Bengkulu City	146.990
2	Beach of Duayu Sekundang	Bengkulu Selatan	145.430
3	Lake of Mas Harun Bastari	Rejang Lebong	145.060
4	Suban Waterfall and Hot Water	Rejang Lebong	144.910
5	Soekarno Home & Fort Malborough	Bengkulu City	130.920
6	Training Center Kerinci Sebelat	Bengkulu Utara	122.550
7	Kemumu Waterfall	Bengkulu Utara	118.800
8	Hill of Kaba	Rejang Lebong	118.480
9	Dam of Seluma	Seluma	118.200
10	Geluguran Waterfall	Bengkulu Selatan	114.300
11	Sungai Suci Beach	BengkuluTengah	108.600
12	Semidang Hill	Seluma	108.200
13	Way Bawang Beach	Kaur	104.200
14	Waterfall of Batu Layang	Bengkulu Utara	104.100
15	Waterfall of Kemiayau	Kaur	102.240
16	Tea Plantation Kabawetan	Kepahyang	94.850
17	Lake of Tes	Lebong	89.350

Source: Primary data.

For the second rank of Duayu Sekundang Beach, only ranks second in the socio-cultural variables and research education, and places the third rank on the accessibility variables, the beauty-uniqueness, means of the accommodation, and also the fourth rank on the reaction variable.

For the ranking of the three Lake of Harun Mas Bastari, superior to the social cultural variables ranked first, whereas in the variable of accessibility, the beauty-uniqueness was rank second as well as on the variables of education, the adventure was rank third, while in the supporting facilities variables and accommodation and reaction variables were ranked fourth and fifth.

Tourist objects that ranked third from below because the eighth average of the competitiveness of tourist competitiveness is not good, especially for the variables to the beauty and uniqueness that has a great weight. But if we look deeper in some ecotourism object in the rank below, it still has advantages in some variables. The Lake Lebong Tes attraction was ranked 17th lowest in general, for beauty variables and uniqueness in the ninth and 12th ranks of the recreation variable. Tea Plantation Kabawetan Site which was ranked 16th in general. For beauty variables-uniqueness and accessibility variables occupy, the fourth and fifth rankings as well as recreation variables ranked seventh. As for Water Fall Kemiayu attraction which was ranked 15th for beauty and uniqueness variables were rank 13th.

Tourism objects that are ranked below can be increased its competitiveness, if the availability of products can increase the degree of quality is much better.

Conclusions and Recommendations

Conclusions

(1) The beauty factor of natural scenery and uniqueness of the tourist attraction is still the main choice for tourism in Bengkulu Province, followed by educational and research factors because there are interesting things to explore as a source of knowledge.

(2) Accessibility factor, in this case covers the entire transportation infrastructure and facilities in providing comfort and timeliness to achieve the objectives of the tourist attraction as well as follow the socio-cultural factors, such as security assurance is also included a central element to conduct tourism activities.

(3) From the ranking results, into the top three top ranking was the tourism objects.

(a) Beach of Tapak Padi as the first rank, Beach Duayu Sekundang attractions in the second rank, and tourist attraction Lake Mas Harun Bastari as the third rank. Tourist attractions that are ranked at the top are generally ranked well on the variables of tourism competitiveness.

(b) Tourism product development strategy of Bengkulu Province is directed to explore and utilize the potential of nature and culture more broadly to improve the willingness of variation and quality of tourism products with consideration of several aspects as follows:

- Reference market;
- Environmental sustainability;
- Equitable regional development;
- Integration with other development sectors.

This tourism resource still needs a creative and professional touch to become the object and the tourist attraction so that it can be a valuable tourism product selling.

Recommendations

(1) By realizing the verification of objects and attraction tourist based on natural wealth, history, and culture. In order to build cooperation and integrity pattern of planning of development of object and attraction to maintain ecological sustainability and able to increase quality of life of society.

(2) To improve the competitiveness of the tourism industry, it must be planned and managed properly, as one of the sustainable economic potentials by not changing and destroying the original ecosystem. As well as the beautiful, comfortable, original, clean, and healthy environment, it is one of the elements of tourist

attraction that is in great demand by tourists, both domestic and foreign.

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