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## **SAPANA TOURISM DEVELOPMENT STRATEGY BONTO SALAMA VILLAGE, SINJAI BARAT DISTRICT**

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### **Abstract**

In this study, this study aims to determine the trend of the development of greeting tourism and the cultivation of tilapia and carp. The methods used are survey and interview methods. The results showed that the development of sapana tourism in the last two years and in the future is increasing, while the cultivation of tilapia and gouramy has developed and has natural potential in the form of natural beauty surrounded by mountains and has adequate facilities and infrastructure such as a lesehan casebo or restaurant and restaurant. worship place. accessibility of both private and public transportation and local government support. Meanwhile, future linkages from the development of greeting tourism include the addition of tourist attractions such as tilapia cultural tourism or bathing places. Furthermore, the development chain of greeting tourism in the future is an increase in the number of tourist visits along with the development of superior or culinary products so that they can attract tourists to visit. The development of greeting tourism in the future will also open up new job opportunities to meet the needs of tourists while in Bonto Salama village. From the development of greeting tourism, it will also increase people's income from the tourism business that is run and increase regional income from levies imposed on tourists.

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### **Introduction**

Sapana tourism Bonto salama village is one of the areas that has natural tourism which is used as a greeting tourist spot with natural beauty and adequate infrastructure for tourists such as waterfalls and plans to build restaurants, souvenir stalls, stalls selling food and soft drinks. Supporting facilities are also available in Bonto Salama village such as places of worship, public toilets, lesehan facilities, parking lots and other supporting facilities. In addition to natural beauty and facilities, access to Bonto Salama village is also very easy to reach either by private vehicle or public transportation. Tourist activities that are usually carried out by tourists are fishing, culinary tours of superior products of tilapia and carp or just enjoying the beauty of nature. In the last 2 years, the number of tourists to these tours tends to increase. This shows that greeting tourism deserves to be developed and has good prospects in the future.

Sapana tourism is also used as aquaculture with tilapia pond media. This cultivation business is carried out scattered on the outskirts of the lake. The fish that are cultivated are tilapia and gourami. The production from this aquaculture business is sold to agents and culinary entrepreneurs and visitors to greet and enjoy tourism and can also be processed into a grilled fish menu that is famous for tourists. The existence of the greeting and cultivation tourism business is considered not to damage the natural beauty as a tourist spot because of the scattered and regular location of the ponds. The existence of this aquaculture business is also considered to be the cause of development and good

water quality as a result of the leftover feed that accumulates at the bottom of the water can also be used as fish feed.

From the description above, the author is interested in conducting research on how to develop greeting tourism strategies in Bonto Salama Village, West Sinjai District, Sinjai Regency, South Sulawesi Province. Where this tourist spot has the potential to be developed but clashes with cultivation businesses that do not damage the natural beauty. But on the other hand, this cultivation business also supports the development of tourism, especially culinary tourism, where the main ingredients are gouramy and tilapia and local products from West Sinjai which will be obtained directly from the cultivation business. development of cultivation business and find out the prospect of developing greeting tourism in Bonto Salama Village, West Sinjai Regency in the future.

### Research Method

This research was conducted in October in Bonto Salama Village, West Sinjai District, Sinjai Regency, South Sulawesi Province. The method used is the survey method. Survey is a research method using a questionnaire as a data collection instrument. The aim is to obtain information about a number of respondents who are considered to represent a certain population (Kriyantono, 2008).

According to Sugiyono (2011), the population is a tourist area of bonto salama whose generalization consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population of this research is local government, tourists and business people. Determination of respondents for local governments is done by purposive sampling technique. The number of respondents is 30 people consisting of the Regional Government and village officials as well as the local community.

The sample is 30 people with the criteria of age seventeen years and over, both male and female, both from within and outside the district. Respondents for business actors consisting of local product businesses. stall business that sells food and soft drinks, souvenir business and fish farming business with the criteria that the business owned has been developed for at least one year. The data collected is primary data, namely data collected from respondents and secondary data, namely data collected from relevant agencies. Data collection techniques used are interviews, observation and documentation data. The data analysis used to answer the first objective is trend analysis. According to Supangat (2007), the general equation for trend analysis is:

$$Y = a + bx$$

Where :

Y : Forecast value

a : Constant (value of trend y, when x=0)

b : Slope (coefficient of change in value of y due to change in value of x)

x : Value of year period

To answer the second research objective, descriptive data analysis was used, by describing backward linkages consisting of natural potential, facilities/infrastructure, accessibility and support of stakeholders and forward linkages such as increasing the number of tourists, adding tourist attractions, employment opportunities and increasing income from the development of tourism objects. greetings, Bonto Salama Village, West Sinjai District, Sinjai Regency.

## Result and Discussion

Sapana Tourism Object, Hadiwijoyo (2012), distinguishes tourist objects and attractions into three, namely; natural attractions, socio-cultural attractions and special interest attractions. Of the three attractions, Sapana tourism is included in natural tourism objects where natural resources are potential and attractive for visitors both in their natural state and after cultivation. The land area is approximately 4 hectares. Waterfall tourist attraction which is not too wide and surrounded by mountains overgrown with beautiful trees so that the natural atmosphere is calm and cool. Sapana tourism activities that can be done are swimming, fishing, traveling and being able to enjoy the scenery and culinary tours. The facilities and infrastructure available at the Sapana tourist attraction are quite varied and adequate.

The following table describes the number of infrastructure facilities at the Sapana tourist attraction.

Table 1. Facilities and Infrastructure at Sapana Tourism Objects.

No	Facilities and infrastructure	Total
1	Fishing Spot	4
2	Restaurant	5
3	Food and Soft Drink Stalls	7
4	Souvenir Kiosk	3
5	Bathing facilities	6
6	Worship place	4
7	Public toilet	1
<b>Jumlah</b>		<b>30</b>

Based on the table above, it is known that the number of facilities and infrastructure at the Sapana tourist attraction is 30 units. There are 5 units of fishing ground, which is a place for middle class 2 to shelter, namely a casebo and a place to eat. Sapana tourist attraction has a menu that is very popular with visitors, namely tilapia and gourami fish as well as village superior products. Several future plans for the construction of the restaurant are located on the edge of the tour in natural conditions so as to provide a different sensation for visitors. There are quite a number of food and soft drink stalls in Sapana tourism compared to other infrastructure facilities. These Warung plans are spread out along the tourist area roads. The souvenir kiosk is in the greeting and sells souvenirs in the form of clothes, accessories and other souvenirs. Other facilities are fishing and bathing places as well as places of worship. and public toilets are also available. The condition of roads, parking lots, electricity, natural pool water at the Sapana tourist attraction is also very good.

### Characteristics of Tourists, Business Actors and Stakeholders

Tourists who visit the Sapana tourist attraction have different characteristics ranging from age, gender, education, area of origin of work and area of origin. Tourists in this study a sample of 30 people. Tourists visiting the Sapana tourist attraction are dominated by male tourists, aged 27-36 years, coming from outside the Sinjai Regency, working as entrepreneurs with the reason of visiting to enjoy the beauty of nature. Business actors in the Sapana tourism object are dominated by male business actors, aged 37-46 years with an educational background of high school or equivalent. The most common businesses found in food and soft drink stalls. As for the characteristics of stakeholders, namely the Regional Government, they are aged 46-55 years with an

educational background of SMA to S2.

### **Trends in the Development of the Number of Tourists in Sapana Tourism Objects**

In the last five years the number of tourists visiting the Sapana tourism object tends to increase. One of the factors for the increasing number of tourists visiting greeting tourism is the establishment of a building with the words "Sapana Tourism Place" in the village of Bonto Salama, Sinjai Barat, which is quite attractive to tourists and becomes a mandatory photo spot when visiting the tour. In addition, the development of culinary tourism is also able to attract tourists to visit tourist objects. Distinctive menus and beautiful nature attract tourists to visit the Sapana tourist attraction, namely baths and fishing grounds and other facilities.

According to Nasihuddin (2010), culinary tourism as a superior product in the archipelago develops very quickly and automatically accompanies other tours. This is because culinary is a lifestyle and human culture that is on the rise. In various cities, filled with diverse culinary, both the type of food to the concept of presentation. Culinary variety, ranging from snacks to main meals is the hallmark of each city. The following is the number of tourists who visited in the last 2 years.

Table 2. Number of Tourists in Sapana Tourism Object in 2019-2021.

No	Years	Number of Tourists (person)
1	2019	104
2	2020	136
3	2021	164
	<b>Total</b>	<b>504</b>

Source: Bonto Salama Village.

Based on Table 2, it is known that the number of tourists visiting in the last five years tends to increase. From Table 2 it can be estimated the number of tourists who will visit the Sapana tourist attraction in the next five years. This forecast uses trend analysis. From the calculation results, the equation  $Y = 71,348,3 + 11,624,5x$  is obtained. From this equation, a forecast is made which aims to determine the number of tourists who will visit the Sapana tourist attraction in the next five years by substituting the x value with the forecast period code. The following is a table of the results of the forecast for the number of tourists in the next five years.

Table 3. Estimated Number of Tourists in Sapana Tourism Object in 2019-2023.

No	Years	Number of people	Percentage (%)
1	2019	141	-
2	2020	152	8,24
3	2021	164	7,61
4	2022	175	7,07
5	2023	187	6,60

Based on Table 3 above, it is estimated that in the next five years starting from 2019-2023 the number of tourists visiting the Sapana tourist attraction shows an increasing trend. The increasing forecast results indicate that tourism development is showing a positive trend. The increasing forecast results are also in line with the increasing number of

tourists visiting greeting tourism in the last five years.

#### Tilapia and Gourami Cultivation Business

Tongging waters are also used as a medium for tilapia and carp cultivation by the community. This cultivation has been developed since 2020 using floating net cages (KJA) at tourist sites. The size of the fish used is 50x60 meters, a depth of 1 meter and the fish that are cultivated are Tilapia and gourami and fish seeds measuring 10-12 cm with a total of 5000 fish per bag. The feed required is 2,500 kg of feed per six months. This cultivation business takes six months of maintenance and produces about 1,500 kg per bag. The results of this cultivation business are sold to tourist visitors or to several local communities at a selling price of approximately Rp. 25,000/kg. The following is a table of the results of aquaculture fish production in Sapana tourism in the last two years:

Table 4. Estimated Results of Tilapia and Gourami Cultivation in 2020-2021.

No	Years	Quantity (tail)
1	2020	500
2	2021	1000
<b>Total</b>		<b>1500</b>

Based on Table 4 above, it is known that in the last 2 years the production of tilapia and gourami fish cultivation tends to decrease, one of the causes is the mass fish deaths that occur in Sapana tourism so that the number of ponds is limited by the manager so that the production of fish cultivation is the first step and The number of fishing ponds is limited by reason of the location in tourist attractions which are neatly arranged so that they do not damage the natural beauty and tourism of greetings, from the rest of the feed that is not eaten by visitors, it can also be used as fish food that is actually cultivated. Sinaga (2014) in his research revealed that the existence of mountains has an impact on the natural beauty of Sapana tourism. Because fish feed (pellets) that are not eaten by Tilapia will not pollute the beauty and can foster fish development. The more food left by visitors, the more the fish will breed.

In addition, this tourism and cultivation business supports the development of greeting tourism in Bonto Salama, West Sinjai Village. especially the greeting tourists. The mainstay menu of the greeting tour is the superior product and this culinary is tilapia and carp and other superior products, where the main ingredients are obtained from the cultivation business itself and then processed with various spices to produce a distinctive taste. Apart from being served whole or uncut.

Based on data on the production results of tilapia and carp aquaculture in the last five years, an estimate of the results for the next five years is made. After doing the calculations, the equation  $Y = 955.14 - 94.504 x$  is obtained. From these equations, a forecast is made which aims to determine the production of freshwater fish farming for Sapana tourism in the next five years by substituting the x value with the forecast period code. The following is a table of forecast results for fish farming production in Tongging for the next five years. This is also in line with the production of tourism and cultivation in the last five which also tend to decline. One of the factors for the decline in the production of cultured fish in Sapana tourism, so that it can be anticipated, the feed needs to be considered with the water source having to change with each other.

#### Sapana Tourism Object Development Strategy

How development has strong linkages with other sectors, both backward linkages and forward linkages. Backward linkages are a link that occurs when one industry causes

the growth of another industry. As for the backward linkages in the development of Sapana tourism objects are natural potential, infrastructure, accessibility and government support. Natural potential in the form of irrigation canals from water sources surrounded by beautiful mountains, facilities and infrastructure include fishing grounds, restaurants, souvenir stalls, stalls selling food or soft drinks. Next is accessibility to the Sapana tourist attraction which is easy to reach both using public transportation and private transportation. Access to greeting tourism is also supported by good road conditions. Local government support in the form of tourism promotion in events organized by the local government on a regular basis as well as support in the development of the bonto salama village greeting tourism object.

Forward linkages are a link that occurs when the output of a sector or industry is used by other industries, namely tourists and rural communities. There are four forward linkages or linkages in seeing the prospects for tourism development in Bonto Salama Village, namely increasing the number of tourists, adding tourist attractions, employment opportunities and increasing income. The increase in the number of tourists along with the development of tourist attractions will certainly attract more tourists and is supported by the results of the estimated number of tourists who will visit in the next five years. Next is the addition of tourist attractions such as tire or life jacket rentals, new job opportunities to meet the needs of tourists during their visit to the Sapana tourist attraction and increasing community income from developed tourism businesses and regional income from user fees charged for tourists.

## Conclusion

From the results of the research above, it can be concluded that: 1) The development of tourism in the village of Bonto Salama, West Sinjai sub-district, shows a positive trend, where it is estimated that in the next five years tourists visiting the Sapana tourist attraction will increase. Meanwhile, the development of the cultivation of tilapia and gourami as well as superior products that show a negative trend to become positive, where in the next five years it is estimated that the results of the development of greeting tourism will increase. 2) the tourism development strategy studied includes the potential for natural tourism and facilities and infrastructure such as fishing equipment, restaurants and places of worship, accessibility of both private and public transportation and stakeholder support, namely the Regional Government. Meanwhile, the other attractions of greeting tourism are increasing the number of tourists, employment opportunities, increasing income, both community income and regional income obtained from the costs that must be incurred by tourists while traveling in the village of Bonto Salama.

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