

REGIONAL GOVERNMENT POLICY IN DEVELOPING TOURISM IN JENEPONTO DISTRICT

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Running title: Regional Government Policy in Tourism Development in Jeneponto
Regency

Keywords: Tourist; Government; Development

Abstract

Backgrounds: Tourism has an important role in the development of a region, including Indonesia which has high tourism potential as an archipelagic country. Law of the Republic of Indonesia no. 9 of 1990 states that tourism has a strategic role in expanding business opportunities and employment, encouraging regional development, and enriching national culture.

Objective: Analyze the efforts made by the local government in developing tourism in Jeneponto Regency

Methods: This research uses a phenomenological approach in the type of descriptive-qualitative research. Conducted in Jeneponto Regency, this research focuses on local government policies related to tourism development. The development efforts studied include promotion, accessibility and management of tourism areas. Primary data was obtained from the Jeneponto Regency Tourism Office and NGOs. Two data collection techniques were used, namely Library Research and Field Research through observation, interviews and documentation. Data analysis was carried out using the Miles and Huberman method, through the stages of data reduction, data presentation, and verification for drawing conclusions.

Results: The strategic policies that have been initiated include several important aspects, such as mapping tourism potential in the Jeneponto area, promoting existing tourist destinations, as well as efforts to improve the quality of tourism supporting services and infrastructure. One of the policies listed is Regional Regulation No. 3 of 2018 concerning Regency Tourism Development Master Plan (RIPERKAP), which was then made into a regent's regulation to become the basis for collaboration with various related parties, from academics, government, community, private sector, to the media. The tourism development strategy in Jeneponto Regency emphasizes three main elements: attractiveness, benefits and accessibility. In order to increase the number of visitors and local economic potential, this strategy includes increasing the value of tourism products through developing environmentally friendly tourist attractions, facilities and services. However, in the development process, there are several factors that become obstacles, including inadequate road infrastructure, lack of support and assistance from the local government, and minimal participation of local communities in the tourism development process.

Conclusion: Achieving the goal of sustainable tourism development requires synergy between the local government, community and related stakeholders to overcome existing obstacles and maximize the tourism potential of Jeneponto Regency.

Keywords: Tourist; Government; Development

Introduction

Indonesia, as an archipelagic country with an area of 5,193,250 km², has a wider water area compared to its land area, making it have high potential for tourism development (1). Tourism has an important role in the development of a region, both as a source of state tax revenue and as a characteristic and characteristic of the region (2). Law of the Republic of Indonesia no. 9 of 1990 states that tourism has a strategic role in expanding business opportunities and employment opportunities, encouraging regional development, and enriching national culture (3). Tourism development needs to be carried out systematically, planned and integrated to achieve these goals, with the central government delegating some of its authority to regional governments (4). Tourism activities involve various parties, including the government, community, professionals and investors, so effective leadership is needed from both the government and the private sector. Regional governments have the authority to plan, build and develop tourism potential in their regions, in accordance with existing regulations, such as South Sulawesi Provincial Regulation No. 2 of 2015 concerning the Regional Tourism Development Master Plan for South Sulawesi Province for 2015-2030 (2). Jeneponto Regency, one of the 24 regencies/cities in South Sulawesi Province, is located in the southern part of the South Sulawesi peninsula, around 90 km from the city of Makassar (1). Geographically, Jeneponto Regency has a diverse topography, ranging from highlands to lowlands (5).

This district is committed to developing tourism as a local economic sector, making it a medium for preserving nature and culture, as well as introducing natural potential and the friendliness of religious communities (5). Jeneponto's tourism potential includes various attractions, from beach, cave and sea tourism, to agro and historical activities, as well as various tourism events (6). However, even though there is great potential, the tourism sector still needs to face various challenges, such as climate change, community unpreparedness, and low investment. The economic structure of Jeneponto Regency is still dominated by the agricultural, forestry and fisheries sectors, but the tourism sector is starting to show positive growth (7). However, the contribution of the tourism sector to the economy is still limited, so efforts are needed to increase the role of the tourism sector in the regional economic structure. The development of destinations and the tourism industry requires sustainable policies and strategies, including the development of tourist attractions, tourism accessibility, infrastructure, facilities, and community empowerment (8). Through these steps, it is hoped that tourism can become a sustainable driving force for the local economy and be able to provide benefits for all stakeholders, including local communities and investors (9).

The availability of accommodation in Jeneponto Regency is still limited both in terms of quantity and quality (5). Most of the existing hotels are still managed traditionally and have not been planned to become commercial businesses, which has an impact on the construction and arrangement of buildings that are not suitable as proper hotels (10). Another challenge in developing Jeneponto Regency as an attractive destination is the lack of supporting facilities other than rooms, such as places to eat,

meeting rooms, entertainment, internet access and other facilities. The role of the community has a significant importance in tourism development (11). Society is not only an object but also a subject in the development process. The active role of the community in planning and utilizing development results determines the sustainability of the development (12). This is in line with the view that development is not only the responsibility of the government or the private sector, but also involves the community. Community participation in tourism development is very important to maintain the continuity of tourist attractions and attract visitor interest. This participation is not only mental but also through involvement in planning and implementation (13).

Public policy is an effort to find middle solutions to problems that arise in society and must be handled quickly and directedly to achieve shared prosperity (14). Regional development is an important part of national development which aims to develop regions and maintain harmonious growth between regions in Indonesia. Law No. 32 of 2004 concerning Regional Government provides the legal basis for regional autonomy in Indonesia, where regional governments are given the authority to accelerate prosperity through improving services, empowerment and community participation (15). Public policy is related to planning, decision making, implementation and evaluation of its impact on the community targeted by the policy (16). This reflects the government's efforts to regulate and influence the population collectively. However, it is important for the public to monitor these policies so that they suit their needs. Currently, the tourism and culture sector in Jeneponto Regency has not developed optimally, even though it has great potential to attract domestic and foreign tourists (8).

Regional governments have the responsibility to mobilize and develop regional potential as much as possible, including optimizing tourism management to increase regional income (17). Regional autonomy granted by Law Number 32 of 2009 provides the opportunity for each region to manage its own government affairs, including the development of the tourism sector as a source of income that can improve the welfare of local communities (9). With good management, the tourism sector in Jeneponto Regency can make a significant contribution to Regional Original Income and people's welfare (1). This phenomenon then became the basis for me to conduct research on Regional Government Policy in Tourism Development in Jeneponto Regency. Even though currently many districts/cities have implemented regional regulations, in implementation the government still lacks management supervision of the tourism sector. Therefore, the role of the Government currently really needs to be increased in order to develop tourism objects in Jeneponto Regency to increase Regional Original Income. The aim of this research is to describe the efforts made by the local government in developing tourism in Jeneponto Regency

Participants & Methods

This research adopts a phenomenological approach in the type of descriptive-qualitative research, which aims to understand the phenomenon of local government policy related to tourism development in Jeneponto Regency. The main focus of this research is the efforts made by local governments to promote, increase accessibility and

manage tourism areas. The primary data used was obtained from the Jeneponto Regency Tourism Office and related non-governmental organizations (NGOs). The two data collection techniques used were Library Research and Field Research, which involved direct observation, in-depth interviews with relevant stakeholders, and documentation related to tourism development policies and practices in the area. Next, data analysis was carried out using the Miles and Huberman method, which involves data reduction stages to identify significant patterns and findings, data presentation to organize and understand the findings, and verification to ensure the accuracy and validity of the findings produced. Through this approach, it is hoped that this research can provide an in-depth understanding of the strategies and challenges in developing tourism in Jeneponto Regency and provide valuable recommendations for related parties in increasing the effectiveness of tourism development policies and practices in the future.

Findings

1. General Description of Research Locations

The location of this research is located in Jeneponto Regency, which is one of the Level II Regions in South Sulawesi province. The capital of this district is located in Bontosunggu. This district has an area of 749.79 km² and has a population of 330,735 people. Geographically, Jeneponto Regency is located between 5°23' to 5°42' South Latitude and 119°29' to 119°56' East Longitude. This district is about 91 km from Makassar. The topography of Jeneponto Regency in the northern part consists of highlands with a height of 500 to 1400 meters above sea level, the central part with a height of 100 to 500 meters above sea level, and in the southern part includes lowland areas with a height of 0 to 150 meters above the sea level. To the north are Gowa and Takalar Regencies, to the south is the Flores Sea. Meanwhile, to the east is Bantaeng Regency and to the west is Takalar Regency. Administratively, Jeneponto Regency, which has an area of 749.79 km², consists of 11 sub-districts with a total of 82 villages and 31 sub-districts.

The population of Jeneponto Regency in 2020 was 401,610 people spread across 11 sub-districts with the largest population in Arungkeke Binamu District, namely 63,570 people. Overall, the number of female residents is greater than the male population. In 2020, the female population was 203,084 and the male population was 198,526. The district with the most dense population in Jeneponto Regency is Binamu District with a population of 63,570 people/person. Meanwhile, the sub-district with the lowest population is Arungkeke Sub-district with a population of 21,318 people/person. The large population in Binamu District is because all regional government affairs and activities are centered in this area and it is also the capital of the Regency.

The large area makes Jeneponto Regency a region capable of providing tourist attractions as facilities for community interaction. The following are the types and tourist attractions in Jeneponto Regency. Jeneponto Regency has various types and tourist attractions spread across various sub-districts with a total of 52 destinations

from 10 sub-districts because Batang sub-district does not have a tourist destination. This shows the broad and diverse tourism potential in the area. The types of tourism offered include natural tourism, cultural tourism, marine tourism and artificial tourism. Examples of tourist attractions include beaches, urban forests, green valleys, waterfalls and various other tourist attractions. With these various types of tourism, Jeneponto Regency has the potential to attract local and foreign tourists. Apart from that, the diversity of types of tourism also allows for wide choices for visitors according to their interests and preferences. Thus, tourism development in Jeneponto Regency can be carried out sustainably by utilizing its natural and cultural potential.

The legal basis for tourism development in Jeneponto Regency has been prepared and ratified in the Jeneponto Regency regional regulation Number 3 of 2021 concerning the Jeneponto Regency Tourism Development Master Plan. This confirms the local government's commitment to developing the tourism sector in a targeted and sustainable manner. The vision for tourism development in Jeneponto Regency is described as "Realizing Jeneponto Regency as a Leading Ecology-Based Natural, Cultural and Special Interest Tourism Destination for South Sulawesi Province that is Religious, Resilient, Competitive and Sustainable as a Regional Economic Pillar towards a Prosperous Jeneponto Community". In achieving this vision, the tourism development mission in Jeneponto Regency is formulated by taking into account the main components of tourism development, such as developing tourism products, developing tourism and cultural infrastructure, increasing tourism marketing, preserving cultural values, and improving the quality of human resources in the field of culture and tourism.

The objectives of tourism development in Jeneponto Regency outlined in the plan cover various aspects, from developing competitive destinations to increasing community participation in tourism activities. The tourism sector development targets in Jeneponto Regency also include increasing the number of tourist visits, length of stay of tourists, income from tourist spending, protection and management of cultural heritage, as well as improving the quality of tourism human resources. Thus, the tourism development plan has comprehensive goals and targets, showing the regional government's serious efforts to make Jeneponto Regency a leading tourism destination in South Sulawesi Province that is sustainable and competitive.

2. Regional Government Policy in Tourism Development in Jeneponto Regency

Government policy is a series of actions legally chosen and allocated by the government/state to all members of society to solve problems faced in order to achieve certain goals in the interests of society as a whole. In developing tourism in the region, the Jeneponto Regency Government has made policies to facilitate the development and development of tourism in the region. Researchers conducted an interview with the Head of the Tourism Office to find out policies in tourism development in Jeneponto Regency, the results of the interview were as follows.

"The strategic policy that we are implementing is that first we have to know that Jeneponto's tourism potential is located in the middle of the southern region, namely South Sulawesi, so from Makassar to Selayar Jeneponto, this is a quite

strategic place because the distance is not too far from Makassar, which is less than more than 2 hours drive, so this has a strategic value to be promoted as a tourist attraction, secondly, Jeneponto is complex and complete for the type of tourism area in Jeneponto because Jeneponto has everything, namely we have the second longest sea in South Sulawesi, namely 114km, then secondly, we have a mountain, the mountain in Jeneponto is located in the Rumbia sub-district, where the Rumbia sub-district has 12 villages and there the place is beautiful, pretty, enchanting, and the atmosphere is quite cool. Third, we have culture, fourth, we have salt ponds, we have PLTB tourism, of which there are only 2 in Indonesia, so from a strategic policy perspective, Jeneponto has great potential for tourism development. Now the mindset of the people of Jeneponto has changed, where Jeneponto used to be "said" people from outside say that the people of Jeneponto like to get angry but it turns out that now Jeneponto has changed the mindset of the people of Jeneponto, now they are friendly with the regent's teklen, Jeneponto Gammara (Friendly People's Movement).) so strategically tourism policy really supports Jeneponto's position and its potential for tourism development. Now we finally have a policy and it is outlined in regional regulation No. 3 of 2018 concerning RIPERKAP (regency tourism development master plan) and now it has been reduced to a regional regulation which is what we are collaborating with all the 5 pentahelix stakeholders, namely from academics, government, community, private sector, and media".

Based on the results of an interview with the head of the Jeneponto Regency Tourism Office, it was revealed that the policies currently implemented for tourism development in Jeneponto Regency are stated in Regional Regulation No. 3 of 2018 concerning the Regency Tourism Development Master Plan (RIPERKAP). This policy has now been made into a regent's regulation which is the focus of collaboration with stakeholders from various sectors, including academics, government, society, the private sector and the media. In addition, tourism development and development policies in Jeneponto Regency are closely related to spatial planning policies stipulated in the Jeneponto Regency Regional Spatial Planning Plan. Spatial planning policies cover various aspects, such as development of urban systems, regional infrastructure, management of protected areas, control of natural disasters, development of cultivation areas, social and public facilities, as well as strengthening regional economic potential. Thus, this comprehensive policy framework provides a solid foundation for sustainable and planned tourism development in Jeneponto Regency.

3. Tourism Development Strategy in Jeneponto Regency

To increase the tourism potential of a region, tourism development strategies can be used to improve the welfare of communities around tourist destinations by improving existing infrastructure. Researchers conducted interviews with Kassi village youth organizations regarding the efforts made to develop tourism in Jeneponto Regency.

"Apart from promoting, we from Karang Taruna always try to maintain and preserve this tourist attraction so that people can be interested in always visiting here and can help the people who sell here so that they can earn money for their daily lives, so we always try our best to make this Kassi village continues to develop and is known by the community, both the people of Jeneponto itself and people outside the region as well as people from abroad".

Researchers also conducted interviews with the Head of the Jeneponto Regency Tourism Office as follows.

"We will definitely collaborate with provenance and also collaborate with the center for good infrastructure in Jeneponto. Then secondly, thank God, financial assistance from Provincial has started, the roads in Rumbia are now good and the access to Corumbia has also been improved and then there will be efforts by the regional government, in this case the Regent, to coordinate and consolidate with Provincial and central governments. Third, in this context, we are collaborating with several OPD stakeholders as an example of how to develop a destination, there is ADD (village fund budget) then we are working with the village government so that in the APBD the regent's regulations regarding the APBD village fund budget given from the center have a special separate post. developing their tourism, so it is different from the district and there is also a separate one that must be born from the village because this is the potential of the village, if they feel they have potential for the village then they have to develop it too because there they also have a budget so we play program collaboration then we collaborate with OPD the other is for the creative economy".

The strategies implemented to develop tourism in Jeneponto Regency are based on three main elements: attractiveness, benefits and accessibility. In order to increase the number of visitors visiting Jeneponto Regency, tourism product development strategies must focus on increasing the value of tourism products. This includes developing tourist attractions and tourist attractions which involves improving and developing existing tourist areas, as well as building new tourist areas to increase attractiveness for tourists. Apart from that, strategies for developing facilities, services and tourism management are also important keys in improving the quality of holidays and tourist attractions. Two strategies that need to be prioritized are the development of environmentally friendly tourism facilities and improving the service system and management of tourism facilities in accordance with national and international standards.

The development of environmentally friendly tourism facilities is crucial considering the demand for environmental sustainability by using environmentally friendly technology in managing tourism facilities, tourist destinations can increase their attractiveness and attract more visitors. Improving service system standards and management of tourism facilities in Jeneponto Regency is also a priority. This includes careful planning for the procurement, placement and maintenance of tourism facilities to ensure that the growth of tourism activities does not damage tourist attractions and the surrounding environment. Apart from that, improving the quality of accessibility to and from tourist destination areas (DTW) is also the focus of tourism development

strategies. By ensuring good accessibility, both by land and sea, tourist destinations in Jeneponto Regency can become more affordable and attractive for tourists.

4. Factors Influencing Tourism Development in Jeneponto Regency

a. Supporting factors

In developing tourism in Jeneponto Regency, there are supporting factors that facilitate the development process. One of them is that there is a lot of tourism potential, which includes various aspects such as atmosphere, events, objects and services that can be utilized for tourism development. For example, in Jeneponto Regency there are tourism potentials such as the Rumbia Green Valley and Tama'lulua Bossolo Waterfall, which have been identified through interviews with research subjects.

"Jeneponto has 3 superior tourist attractions which are Birtaria Kassi, Tamarunang Beach, and Kassi village agrotourism in Rumbia. Why is it that of the many tourist attractions in Jeneponto only 3 are superior objects because first Birtaria Kassi has a strategic location to become a tourist attraction but actually Birtaria Kassi is not an asset but is still in the form of a temporary collaboration which still exists for 2 years because yesterday before me who was the head of the district office, it was not continued to be repaired and in the end it was badly damaged."

Based on the results of the interview above, it can be concluded that in Jeneponto Regency there are 3 leading tourism destinations, one of which is Birtaria Kassi. The Birta Ria tourist attraction is one of the icons of Jeneponto's past and attracts tourists. The natural charm and beaches are very beautiful and cool, as well as easy road access, located only 200 meters from the provincial road. The Birta Ria Kassi area covers four hectares and is located in Tonro Kassi village, Tamalatea District. The distance from the city of Makassar, the capital of South Sulawesi province, is approximately 60 kilometers. Apart from Birtaria Kassi, Bossolo Waterfall is also a tourist destination that can be developed in Jeneponto Regency. It is said to be a hidden paradise waterfall because Jeneponto is known as a dry and barren area so it is very rare to find a beautiful, cool and beautiful place. However, this assumption was broken after seeing the Bossolo waterfall. The place is located in Ramba Village, Rumbia District, Jeneponto Regency. This waterfall is becoming famous and popular with young people who like traveling or taking photos with nature

b. Obstacle factor

1) Road Infrastructure Still Inadequate

The most influencing factor in tourism development is accessibility. Accessibility is the means and infrastructure to get to a destination, such as roads, availability of transportation facilities, and road signs. From the results of interviews that have been conducted, it was found that the road infrastructure to get to tourist destinations in Jeneponto Regency is still inadequate.

"We'll just see that access here requires approximately 2 hours of travel, not to mention the roads are a little less good and to be able to see the

Bossolo waterfall directly we have to cover a distance of approximately 450 meters on foot and even access here the road is still not good because "There are still lots of plants and trees so it's still difficult to get to the waterfall".

The development of tourist attractions on a good basis must be supported by good accessibility components. Accessibility makes it easy for visitors to reach a tourist attraction. Accessibility is an important aspect in supporting tourism development because it is cross-sectoral. However, in Jeneponto Regency, accessibility to get to tourist destinations is still not good, there are still many damaged roads and little road access.

"One of the inhibiting factors is that the road is not good enough to access here because we can see that to get here there are still many damaged roads and the road is quite small and can only be passed by 1 car and secondly there are still many people. "Those who don't realize that in Jeneponto there are actually many good tourist attractions to visit, but more people choose to travel outside the area so that other people don't know about the tourist attractions in Jeneponto".

Based on the results of the interview above, it can be concluded that access to tourist destinations takes quite a long time and road infrastructure is inadequate. This is one of the inhibiting factors in developing tourism in Jeneponto Regency. According to research results from Clarissa (2020), accessibility has a positive effect on the level of visitor satisfaction. This means that the easier access you get to get to a tourist destination, the higher the level of visitor satisfaction.

2) Lack of Government Support and Assistance

According to Law Number 10 of 2009 concerning Tourism, it explains the role of regional governments in increasing tourism potential, namely, facilitating, encouraging capital investment, developing tourism, managing tourism, and allocating budgets to increase tourism potential. Local governments play an important role in tourism development. Researchers conducted an interview with the head of the tourism ambassador in Jeneponto Regency.

"If we talk about tourism in Jeneponto, it must be admitted that tourism is not yet able to compete with other districts because the government is not developing enough tourist destinations in Jeneponto, there is no regular action from the tourism department to develop 1 superior destination in Jeneponto and now it is more "Many tourist destinations are managed by the community themselves through village funds and some are also self-managed by the community themselves because I see that the tourism department's annual calendar events are more numerous and focus more on cultural events".

Based on the results of the interview above, it can be concluded that one of the inhibiting factors in developing tourism in Jeneponto Regency is the lack

of support and assistance from the Regional Government. The Regional Government has not collaborated with all communities and stakeholders in optimal tourism development. The Regional Government must not only make policies in tourism development but must also take part and play an active role in tourism development in Jeneponto Regency.

3) Local communities have not yet taken part in tourism development

In the tourism industry, human resources are people or companies involved directly or indirectly with its components. They play an important role in the development of cultural tourism in Jeneponto Regency because they are important for improving performance and achieving more optimal results. However, in Jeneponto Regency, not all local people want to take part in the tourism development process. Researchers conducted an interview with the head of the Jeneponto Regency Tourism Ambassador:

"The inhibiting factor itself is usually the people themselves who are in the tourist destination that wants to be developed because usually there are people who are not yet able or have not opened their minds to accept tourists who want to come to their place. For example, in Kassi, if you ask why Kassi is not yet developed now, it is because there are too many stories circulating that if we enter or come there we will be asked for money by the residents there or in other words, we will be taxed or there are lots of thugs so people who "I didn't want to go there, so that's the bad image of the Kassi tourist destination".

Based on the results of interviews that have been conducted, it can be concluded that the people around tourist destinations have not been able to receive visitors well. Local people treat visitors as foreigners who they use to gain profits in improper ways, such as asking for tax money for their own interests. This gives a bad image to a tourist destination. According to research results from Pajriah (2018) regarding the role of human resources in tourism development, it is said that with the competencies they have, the role of human resources really helps the development of cultural tourism in Jeneponto Regency, so that existing tourist attractions become more attractive and useful for the local community to improve welfare. they.

Acknowledgments: We would like to thank the Research Institute of the Faculty of Social and Political Sciences for supporting this research. We also thank the Jeneponto Regency Government involved for their willingness and assistance during the data collection process.

Author Contribution: Norma Novika Kadir, Rashid Thaha, Suhardiman Syamsu: Study concept and design. Norma Novika Kadir: Collect and process research data. All authors: creation of publication manuscript.

Conflicts of Interest: There is no conflict of interest in this research.

Funding/Support: All research and publication funding is carried out independently without any financial assistance from other parties.

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