

## Potential And Development Strategy Of Gorontalo City Tourism

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### Abstract

*The tourism sector is one component in economic development. Tourism development must be carried out in a sustainable manner, in order to provide direct benefits for the welfare of the community. This study aims to: a) identify the factors that influence the development of the tourism sector of Gorontalo City b) analyze the strategy of developing the tourism sector of Gorontalo City. The data used in this study were sourced from the Central Statistics Agency (BPS), the Gorontalo City Culture and Tourism Office, and questionnaires. The method used is the Analytic Hierarchy Process (AHP) and SWOT. The results of the study indicate that the development of the tourism sector in Gorontalo City is influenced by the facilities of hotels, restaurants, cafes, entertainment centers, and tourism accommodation services which are more complete than other areas. This makes the development of tourism in Gorontalo City better than other districts in Gorontalo Province. The development strategy that needs to be done is to provide adequate infrastructure, increase community micro-enterprises, provide Gorontalo souvenir shops in tourist areas, and provide security posts in tourist areas.*

**Keywords:** *Tourism Sector Development, AHP, SWOT*

### Introduction

The Gorontalo Provincial Government will boost the tourism sector to support economic growth which only relies on the agricultural sector. Gorontalo has stagnated in reducing the poverty rate which currently stands at 17-18 percent, because based on data, per capita income only reaches Rp. 27 million, compared to national income which reaches Rp. 47 million. Therefore, to support economic growth and improve people's welfare, it cannot only depend on the agricultural sector, but must be shifted to the tourism sector.

The tourism area for Gorontalo Province is in the Gorontalo City area. The tourism sector is one component in economic development. Tourism development must be carried out in a sustainable manner so as to provide direct benefits for the welfare of the community. Policy directions in the development of the tourism sector include: marketing of national tourism by bringing in the number of domestic and foreign tourists; development of tourism destinations by increasing the attractiveness of tourist destinations so that they are competitive at home and abroad; development of the tourism industry by increasing the participation of local businesses in the national tourism industry and increasing the diversity and competitiveness of national tourism products and services in

each tourism destination that is the focus of marketing; and development of tourism institutions by building tourism human resources and national tourism organizations.

Tourism development as part of national development has the aim of expanding business and employment opportunities. Complexity in development is inseparable from the interests of policy makers to move the tourism sector as one of the reliable regional incomes.

Tourism as a local government program is expected to increase tourist visits which have an impact on the Gorontalo economy. The contribution of the tourism sector to the economy of Gorontalo City is still low compared to its tourism potential.

## Literature Review

According to Cooper, Fletcher, Gilberth, Shepherd and Wanhill (1998) that the tourism destination development framework should include the following main components, namely:

1. Objects and attractions that include: attractions that are primarily based on natural, cultural, or artificial/artificial wealth, such as events or what are often called special interests.
2. Accessibility which includes transportation system support such as: transportation routes or routes, terminal facilities, airports, ports and other modes of transportation.
3. Amenities that include supporting and supporting tourism facilities such as: accommodation, restaurants, retail, gift shops, money exchange facilities, travel buses, tourist information centers, and other convenience facilities.
4. Ancillary Services which includes the availability of supporting facilities used by tourists, such as banks, telecommunications, postal services, hospitals, and so on.
5. Institutions, which are related to the existence and role of each element in supporting the implementation of tourism activities, including the local community as the host.

According to Sowantoro, the benefits of tourism development are:

1. The economic sector, namely: (a) can increase employment and business opportunities, either directly or indirectly; (b) increase foreign exchange, have great opportunities to earn foreign exchange and can support the continuation of development in other sectors; (c) increase and equalize people's income, with tourist spending it will increase income and equity in local communities, either directly or indirectly; (d) increase the sale of local goods out; and (e) supporting regional development, because tourist visits tend not to be concentrated in cities but rather on the coast, thus playing a very important role in supporting regional development.
2. The socio-cultural field, with socio-cultural diversity is the basic capital for tourism development. Therefore, it must be able to preserve and develop the existing culture.
3. In the environmental field, because the utilization of natural resource potential for tourism is basically an attractive environment, the development of natural and environmental tourism always avoids the impact of environmental damage, through regular and directed planning.

In its development, of course, must pay attention to the things that influence the implementation of tourism, Yoeti said that tourism infrastructure is all facilities that allow

tourism facilities to live and develop, so that they can provide services to satisfy the diverse needs of tourists. These infrastructures include:

1. Transportation: highways, railways, air and sea ports, terminals.
2. Installation of power plants and clean water installations.
3. Telecommunication system, be it telephone, telegraph, radio, television, post office, and others.
4. Health services, either health centers or hospitals.
5. Security services, both security posts guarding tourist attractions and police posts to maintain security around tourist attractions.
6. Tourist services, either in the form of an information center or tourist guide office.
7. Gas station.
8. Etc

From some of the statements above, it can be concluded that tourism development must pay attention to several aspects, namely objects and attractions, in this case the intended tourist attraction, whether it has an attraction or not, of course the tourism object to be addressed must be supported by several things, including access to tourist objects, is it feasible? or not then supporting facilities such as accommodation, restaurants, travel agency facilities around tourist attractions are available or not then supporting facilities such as banks, and hospitals are adequate or not and of course influenced by the condition of the local community. Then if this is available and well developed, it can be ascertained that the benefits of tourism in the economic, socio-cultural and environmental fields can be achieved properly.

## Method

Data collection methods used in this study are:

### 1. Questionnaire

The questionnaire technique (questionnaire) is a collection of data by providing or distributing a list of questions/statements to respondents in the hope of responding to the list of questions. The list of questions/statements can be open if the answers are not predetermined, while closed if alternative answers have been provided. The instrument in the form of a list of questions was in the form of a questionnaire (questionnaire), checklist or scale.

This research was conducted by distributing questionnaires to tourism object managers, residents around the tourist area, and tourists who were traveling at the research location.

### 2. Observation

This technique requires observations from the researcher either directly or indirectly on the object of his research. The instruments used can be in the form of observation sheets, observation guides, and others.

The research was conducted by direct observation at the research site and asking the manager of the tourism object, people who are experts in the field of tourism, the community around the tourism object, and visitors.

### 3. Documentation

This research was conducted using literature from the library, written information from both related agencies and from the internet related to research.

The data analysis technique in this study is AHP and SWOT, the respondent for weighting is an expert (expert). What is meant by an expert here does not have to be someone who is an expert in a particular scientific field, but someone who knows very well the problem to be studied. In the context of developing the tourism sector of Gorontalo City, the experts referred to in this study are people who really understand the tourism area of Gorontalo City. For this reason, tourism object managers, an expert in the field of tourism, communities around tourism objects, and tourists are the right people to be respondents in determining the weight of influence, factors, variables, and indicators used for ranking the tourism development strategy of Gorontalo City.

## Results

Based on the results of the AHP analysis, it shows that the main priority that must be carried out in the development of the tourism sector in Gorontalo City can be seen from several aspects, and the aspect that has the highest weight value is the infrastructure aspect with a value of 0.423. This means that the existing infrastructure aspects in each tourism object still need to be developed or even equipped with more adequate infrastructure. Therefore, the infrastructure aspect must be of great concern to the relevant agencies.

Furthermore, the infrastructure that needs to be handled includes the provision of places of worship with a weight value of 0.150. This shows that in every tourist attraction in Gorontalo City, it is necessary to provide a place of worship in order to create peace for visitors while traveling.

Furthermore, it is necessary to take care of the tourist area (0.133). This means that tourism objects in Gorontalo City still need to be maintained again, because tourists are still not comfortable by looking at the existing environmental conditions. And then it is necessary to provide public toilets (0.088). This infrastructure needs to be very important to provide so that tourists who are visiting feel comfortable and want to linger while traveling.

The next alternative strategy is to encourage the growth of new economic activity centers (0.082). This is very important because it can affect the development of other sectors and can develop community creativity. And will directly increase the workforce and reduce unemployment. And most importantly, it will be able to improve the regional economy. Then it is also necessary to provide snacks and souvenirs typical of Gorontalo (0.067). This is the second goal after enjoying the beauty of the attractions he visited. It has become a habit for tourists when leaving the area they visit, they will definitely bring home souvenirs typical of the area they visit. And will also provide a multiplier effect for residents around tourist attractions. Therefore it is important to provide snacks and souvenirs typical of Gorontalo.

In addition, the Gorontalo City Culture and Tourism Office added that the development of Gorontalo City tourism was carried out through structured planning and according to applicable regulations. In physical development, the Regional Regulation of

the Regional Tourism Development Master Plan (RIPPDA) becomes a reference in determining policies and directions for the development of tourism objects and also the supports in them. In terms of promotion, in addition to the implementation of Festival Activities in tourism objects, the Tourism Office has made efforts to introduce Gorontalo City tourism through exhibitions held in various places both domestically and abroad.

SWOT analysis is the identification of various factors systematically to formulate corporate strategy. This analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies, and policies. Thus, strategic planners must analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions. This is called Situation Analysis. The most popular model for situation analysis is SWOT analysis (Freddy Rangkuti: 2015).

### **Internal Strategy Factor**

#### **A. Strength**

1. The number of tourist visits every year has increased
2. Adequate readiness of the organizational structure, work procedures, and main functions of the Culture and Tourism Office
3. Accessibility to tourist objects can be passed easily.
4. Wealth of cultural assets and natural resources that are quite potential
5. Gorontalo City Government policies that support development activities in the tourism sector
6. The community welcomes the development of Gorontalo City as a tourist destination.

#### **B. Weakness**

1. The quality and quantity of tourism human resources in Gorontalo City is still limited
2. Inadequate infrastructure
3. Less optimal policy coordination between government agencies in tourism development.
4. There is no unified organization in the city of Gorontalo that is engaged in tourism
5. Lack of attractive, innovative and educational tourism products
6. Not optimal tourism promotion and marketing
7. There is still a lack of public capital to develop products, especially those related to the tourism sector
8. There is no special transportation available to get to the attractions

## External Strategy Factors

### A. Opportunities

1. The Gorontalo City Government has a Regional Tourism Development Master Plan (RIPPDA) which is expected to encourage the development and improvement of tourism quality.
2. Availability of adequate accommodation to support tourist interest
3. The tendency of tourists' interest in nature tourism and people who uphold customs and traditions.
4. Gorontalo City as a city that has religious nuances and is in great demand by tourists who like to visit in religious areas
5. The development of information technology is fast and allows for optimizing the promotion of tourism objects.

### B. Threats

1. The level of competition between regions in offering superior tourism products
2. The low interest of the younger generation in developing regional arts and culture
3. Lack of public awareness around tourism objects to maintain the cleanliness of the tourist area environment
4. Environmental damage due to arbitrary development

## Conclusion

Based on the results of the study, the following conclusions can be drawn:

1. The city of Gorontalo has 10 (ten) tourist objects that have the potential to attract tourists from within the country and abroad. There are cultural, beach, religious, and artificial tourism objects that have been managed by the Gorontalo City Culture and Tourism Office.
2. The supporting factor for the development of tourism in the city of Gorontalo is the location of the city of Gorontalo as the center of the provincial capital and the branding of the city of commerce and services. The city of Gorontalo has hotels, restaurants, cafes, entertainment centers, and tourism accommodation services that are more complete than other areas making tourism development in the area better
3. Efforts that need to be made can also be in the form of Human Resource Development (HR) in the tourism sector, adding supporting facilities such as providing places of worship, providing ATMs around tourist attractions, providing souvenir shops, and providing tourist security posts.

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