

# The Key Tourism Area Potential for Tourism Development in Buton Regency - Southeast Sulawesi

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## ABSTRACT

Buton Regency is in the eastern part of Indonesia, rich in tourism resources, however, tourism development cannot be carried out comprehensively due to budget limitations and the size of the area. This research aims to determine which areas can be used as key areas for tourism development based on their existing tourism supply. This research uses a descriptive qualitative method approach, using primary and secondary data in the form of literature studies, and interviews with local governments, academics, and local communities. The results show that the Pasarwajo District is an area with the most potential tourism supply to be used as a key tourism area in Buton Regency.

**Keywords:** *Tourism Development, Key Tourism Area, Tourism Supply*

## INTRODUCTION

Tourism has become one of the many sectors contributing to state income (D. P. Sari 2018). In the last twenty years, the growth of the tourism industry has been one of the fastest-growing industries (UNWTO 2017). The number of foreign tourist arrivals worldwide has increased consistently over time. Within ASEAN, the number of tourist arrivals has also increased, from 69.9 million tourists in 2010 to 138 million tourists in 2019 (an increase of 68.1 million tourists) (UNWTO 2022). These conditions indicate that tourism is a form of travel activity that is in great demand by the global community. Buton Regency, which is located in Southeast Sulawesi Province, also has a

variety of natural tourism wealth, marine tourism, underwater tourism, waterfall tourism, *eco forest tourism*, and historical and cultural wealth. Buton Regency has a variety of natural tourism potential such as beautiful beaches with white sand, clean sea with biodiversity of marine life in it, and *dive centers* as the center of diving tourism activities can be easily accessed because it is in the middle of the city and right on the edge of the highway.

So far, Buton Regency is only a stopover for tourists who want to visit Wakatobi National Park (Kemenpar 2021) which is a National Tourism Strategy Area (KSPN), even though Buton Regency has the same characteristics as Wakatobi, this is because Buton is the parent of all expansion areas in the Buton Islands. Dazzling underwater beauty with endemic fish species, forests with a variety of specific flora and fauna, as well as a variety of beach tourism potential, nature, history, and also a strong culture (Rudi 2021).

The lack of budget earmarked for tourism development and the large area in Buton Regency creates problems in determining tourism development priorities based on the region. This needs to be done as part of Buton Regency's tourism planning and development efforts that integrate all resources and tourism sector actors based on the wealth of tourism potential owned. In line with the vision of Buton Regency's regional tourism development to make Buton Regency, a competitive and sustainable tourist destination, the determination of key

tourism development areas is based on the competitiveness and tourism supply of each district in Buton Regency.

## LITERATURE REVIEW

### Tourism Development

Tourism development is an effort to integrate all existing tourism resources both direct and indirect aspects for the sustainability of tourism development (Swarbrooke and Horner 2006) and is characterized by the emergence of costs and benefits associated with development (Shoeb-ur-rahman and Rokeya 2012).

Buton Regency is in Eastern Indonesia. As previously stated, the imbalance of tourism development is very pronounced when compared to the Western Region of Indonesia (Kawasan Barat Indonesia - KBI). The weakness of existing tourism planning is certainly inseparable from existing funding. The existing regional autonomy framework should be able to emphasize regional tourism stakeholders to participate in determining the sustainability of tourism development that requires creativity, cooperation, and the spirit of building tourism for the achievement of economic prosperity for all parties.

Tourism development is not only based on the goal of achieving economic benefits, but also on improving social welfare such as the creation of stable and quality jobs that can be pursued with public and private partnership cooperation (Streimikiene et al. 2021) even just a short presence of tourists in a destination can provide opportunities for job creation, all of which are unified and interrelated to be able to realize sustainable tourism.

In determining the pattern of development can be done in several ways, including by conducting a pattern of tourist attraction development policy by selecting object priorities and by conducting a pattern of tourist activity distribution policy by clustering the main and supporting tourist activities. Facilities, infrastructure, infrastructure, and local communities are the main things that must be considered in tourism development (Rizal and Prapanca

2019). Priority selection is carried out due to the vast area of tourism development and development so that it is impossible to develop simultaneously given the limited allocation of funds used, so it must be done in stages.

### Key Tourism Area

Key tourism area is an area of tourism development in a region that will be the main priority for development. The key tourism area must be an area with a good competitiveness index and has the best tourism supply among several other tourism areas. The assessment of tourism competitiveness index is assessed based on several aspects, namely enabling environment, travel, and tourism policy and enabling conditions, infrastructure, natural and cultural resources (WorldEconomicForum 2019). In Indonesia, the development of tourism based four pillars of development, namely tourism destinations, tourism marketing, tourism industry, and tourism institutions (Undang-Undang No.10 Tahun 2009 Tentang Kepariwisataaan 2009).

### Tourism Supply

Tourism supply is all products or services produced either by the government, the community, or the private sector in the form of tourist attractions. Tourism attraction as a product consists of dimensions: (1) attractions, (2) amenity, (3) accessibility (Eddyono 2020). Attractions which are the supply of tourism can be in the form of natural tourist attractions, human creations and also goods and services that encourage people to visit tourist destinations (A. E. Sari et al. 2022). The quality and quantity of tourism supply is the critical factors for tourism success, so it is important for tourism regions to identify, categorize and compare offer elements with competitors.

A huge role of tourism supply to fulfill the want and needs of tourists during their traveling time in arguable. The higher the number of tourist visits will be directly

proportional to the needs that must be met. The Tourism supply is divided into consumed goods and services (accommodation, food and beverages, transportation, vehicle rental, travel agents and reservation services, souvenirs, beauty, health, etc.) and capital goods.

## MATERIALS & METHODS

The research location was in Buton Regency, conducted in June, July and August 2023 using a qualitative approach (Yin 2013). Case study which is a series of scientific activities carried out intensively and in detail about a program, a group of people, some institution, or organization to gain in-depth knowledge about these events which are usually events that are happening and not those that have passed (Rahardjo 2017). Data collection was carried out using literature studies, and interviews with local governments, academics, and local communities. Data analysis was carried out by triangulating data and sources for data

validity purposes (Moreno, Noguchi, and Harder 2017).

## RESULT ATTRACTION

Tourist attractions is something that make tourists come to visit a tourist destination. Tourist attractions can be in the form of tourist objects like in the form of nature, historical, beach, arts, and culture, as well as agro and creative tourism. In addition to attractions, attractions can also be in the form of events organized to bring visitors or tourists to come. The attractions and events in Buton Regency can be seen in the table below.

### 1. Tourism Object

Mostly tourist will attract with every tourism resources. In Buton Regency there are many kinds of tourism object, such as historical, marine, cultural, naturalm art and culture, and agro and creative tourism. The detail bumber of each kind of tourism could show as follow.

**Table 1. Tourism Object in Buton Regency in 2022**

Distric	Kinds of Tourism						Total
	Historical	Marine	Cultural	Natural	Art and Culture	Agro and creative	
Lasalimu	20	2	13	6	12	1	54
South Lasalimu	10	7	1	3	9	-	30
Siontapina	15	3	7	3	9	-	37
Pasarwajo	15	13	19	9	7	-	63
Woloa	5	3	5	1	2	-	16
Wabula	21	6	4	-	7	3	41
Kapontori	14	6	4	7	8	-	39
TOTAL	100	40	53	29	54	4	280

Source: Buton in Numbers, 2023

Tabel 1, shows the number of tourist attractions which located in Buton Regency totaling 270 with historical tourism being the largest type of tourist attraction, namely 100 objects. The second largest tourism is the type of cultural arts tourism, as many as 54 objects and the third largest is the type of cultural tourism with 53 objects. The districts with the highest number of tourist objects are Pasarwajo district with 63 tourist objects,

Lasalimu district with 54 tourist objects, and Wabula district with 41 tourist objects.

### 2. Event

In addition to tourist attractions, there are also several events held in Buton Regency. The events that have been held in Buton Regency throughout 2023 in the following table.

**Table 2. Event in Buton Regency in 2023**

Event	Date of event	Subdistric
Festival Buah	Maret 2023	Kapontori
Pesona Budaya Tua	Juni 2023	Pasarwajo
Festival Teluk Pasarwajo	Agustus 2023	Pasarwajo
Festival Wasuemba Happy Nice 2023	November 2023	Wabula
Festival Tombak Ikan Pindoko	November 2023	Wabula

Source: butonkab.go.id/berita, 2023

Based on the data that can be seen in the table above, throughout 2023, the events listed on butonkab.go.id, which is the official website of Buton Regency, were 5 events, all of which were held in Kapontori District, Pasarwajo District and Wabula District.

## ACCECIBILITY

### 1. Accessibility development

To reach Buton Regency, the main entrance is through Betuambari Airport in Baubau

City. The airport is approximately 30 miles away, with an estimated driving time of 90 to 120 minutes. This is because Bouton Regency does not yet have its own airport. In addition to land access, there is also port access. This means you can enter Pasarwaho via Banabungi Port. The accessibility development plan is shown in the table below.

**Table 3. Airport and Seaport Development Planning**

Kind of Port	Name	Location	Status
Airport	Holimombo Lama	Pasarwajo	Planing
Seaport	Banabungi	Pasarwajo	Exsisting
	Nambo	Lasalimu	Eksisting
	Lawele	Lasalimu	Eksisting

Source: Regional Regulation No1 in 2024 About the Regional SpatialPlan of Buton Regency year 2013-2033

Based on the data that can be seen in the table above, Buton Regency already has plans to develop the availability of accessibility in the form of seaports located in Pasarwajo Regency and Lasalimu Regency. To facilitate the movement of tourists, Buton Regency also has plans to build the Holimobo Lama airport whose location has been determined, which will be in Pasarwajo Regency. Based on the data obtained, the

accessibility development plan is centered in Pasarwajo Regency and Lasalimu Regency.

### 2. Highway

The availability of land transportation routes in good condition has an important role in transporting tourists to reach their destination between airports, ports and terminals which are the entrance for tourists to be able to visit Buton Regency.

**Table 4. Length of Roads by District and Road Conditions (km) in Buton Regency in 2022**

District	Road Condition				Total
	Good	Fair	Damage	Extremely Damage	
Lasalimu	14.82	0	2.2	22.75	39.77
South Lasalimu	46.95	13.32	7.07	47.01	114.35
Siontapina	23.48	0.8	10.25	7.22	41.75
Pasarwajo	83.18	17.05	10.35	76.32	186.90
Woloa	7.32	0	4.10	5.33	16.75
Wabula	8.40	0.95	3.15	5.60	18.10
Kapontori	19.83	0	16.95	27.87	64.65
Buton Regency	203.98	32.12	54.07	192.1	482.27
Persentase	43 %	7%	11%	39%	100%

Source: Buton Regency in Numbers 2023

The condition of existing highways in Buton Regency is classified into several categories, namely good, fair, damaged, and extremely damaged. Based on the data obtained and written in the table above, the total length of highways in Buton Regency is 482.27 Km. 203.98 Km (43%) is in good condition and 192.1 Km (39%) has a severely damaged condition. The longest highway construction is in Pasarwajo Sub-district, which is 186.90

km long, South Lasalimu Sub-district is 114.35 km long and Kapontori Sub-district is 64.65 km long.

### 3. Area

Area plays a role as one of the considerations in determining key tourism areas. The total area of Buton Regency is 1,648.04 km<sup>2</sup>. Details of the area of each sub-district in Buton Regency can be seen in tabel 5 below.

**Table 5. Buton Regency Area by District in 2021**

No	District	Area (Km2)	Percentage of Regency Area (%)
1	Lasalimu	319,65	19,40
2	Lasalimu Selatan	147,01	8,92
3	Siontapina	248,81	15,10
4	Pasarwajo	300,97	18,26
5	Wabula	94,55	5,74
6	Woloa	65,27	3,96
7	Kapontori	471,77	28,63
	Total	1.648,04	100,00

Source: BPS Buton Regency in Figures for 2022, in RPD Buton Regency 2023-2026

Based on the area recorded in Buton Regency in Figures released in 2022 and presented in the data above, the Kapontori sub-district has the largest area of 471.77 km<sup>2</sup> (28.63%). The other largest areas are Lasalimu sub-district with an area of 319.65 km<sup>2</sup> (19.40%) and the Pasarwajo sub-district with 300.97 km<sup>2</sup> (18.26%).

**Table 5. Basic Tourism Facility in 2022**

District	Gazebo	Toilet	Total
Lasalimu	-	-	-
South Lasalimu	-	1	1
Siontapina	-	-	-
Pasarwajo	12	5	17
Woloa	-	-	-
Wabula	53	3	56
Kapontori	4	-	4
Total	69	9	78

Source: Buton Regency Tourism Office, 2023

## AMENITY

Amanity is everything a tourist needs to carry out tourism and travel activities. Amenities typically refers to facilities and infrastructure, both public and specific tourist facilities and infrastructure.

### 1. Basic Tourism Facility

Data obtained from the Buton Regency Tourism Office, basic tourism facilities in Buton Regency are in the form of gazebos and toilets with the number of distributions in the table below

In the figure above, the most basic tourism facilities are in the form of gazebos with a total of 69 pieces. For the distribution of the availability of basic tourism facilities, the most are in Wabula District with 53 gazebos and 3 toilets, then Pasarwajo District with 12 gazebos and 5 toilets, and Kapontori District which has 4 gazebos.

### 2. Supporting Tourism Facility

Supporting tourism facilities in Buton Regency based on the data obtained are in the form of availability of accommodation, food and beverages, and travel agencies. The supporting tourism facilities in Buton Regency are as follows.

**Table 6. Supporting Tourism Facility 2022**

District	Accommodation	F&B	Travel	Total
Lasalimu	-	-	-	-
South Lasalimu	-	7	-	7
Siontapina	-	4	-	4
Pasarwajo	6	35	3	44
Woloa	-	4	-	4
Wabula	35	-	-	35
Kapontori	-	9	-	9
Total	41	59	3	103

Source: Buton Regency Tourism Office and Buton Regency in Numbers 2023

The above table shows us that the most tourism support facilities in the form of places to eat and drink as many as 59, accommodation as many as 41 and travel providers as many as 3. Of all the sub-districts in Buton Regency, Pasarwajo District has the most complete tourism

support facilities when compared to other districts. After Pasarwajo District, it is followed by Wabula District with 35 accommodations, and Kapontori District with 9 places to provide food and drink.

### 3. General Facility

The availability of public facilities, such as hospitals, other health centres, places of worship, police stations, banks, and other

facilities for the public, but also available to meet the needs of tourists. The availability of public facilities in Buton Regency can be seen in the table below.

**Table 7 General Facility in 2022**

District	Hospital	Health Center	Worship place	Pharmacy	Police office	Bank	Total
Lasalimu		36	25	-	1	1	63
Lasalimu Selatan		42	46	-	1	-	92
Siontapina		35	36	10	1	-	82
Pasarwajo	1	40	34	10	2	5	92
Woloa		19	9	10	1	-	39
Wabula		14	7	-	1	-	22
Kapontori		29	33	-	-	-	65
Total	1	215	169	30	7	6	428

Source: Buton Regency Tourism Office

Buton Regency has 428 public facilities as it shows from the above table. The most complete public facilities are in The Pasarwajo district with the availability of hospitals, health clinics, places of worship, pharmacies, police stations and banks with a total number of public facilities owned by 92 facilities. The South Lasalim district has the same number of public institutions with 92 facilities, followed by Kapontoli district with 65 public institutions.

All the above data will help determine the best areas of tourism development in The Bouton Regency based on the availability of tourism services offered in each existing district. There are three main districts based on tourism supply (attractions, accessibility, and amenities) are entered into a table which is the result of a recapitulation of all existing data can be seen below.

**Table 8. 3A Recapitulation of Buton Regency in Southeast Sulawesi**

Criteria	Criteria	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
Attraction	Tourism object	Pasarwajo	Lasalimu	Wabula
	Event	Pasarwajo	Wabula	Kapontori
Accessibility	Acceccibility	Pasarwajo	Lasalimu	Kapontori
	Highway length	Pasarwajo	South Lasalimu	Kapontori
Amenities	Area	Kapontori	Lasalimu	Pasarwajo
	Basic tourism facility	Wabula	Pasarwajo	Kapontori
	Restaurant	Pasarwajo	Kapontori	South Lasalimu
	Supporting tourism facility	Pasarwajo	Kapontori	South Lasalimu
	General Facility	Pasarwajo	South Lasalimu	Kapontori

Source: Research data, 2023

From the 3A recapitulation data of Buton Regency, it shows that the three sub-districts with the most supply in terms of attractions, accessibility, and amenity are Pasarwajo District, Lasalimu District, and Kapontori District.

## DISCUSSION

In the previous chapter, especially in Table 1, it can be seen very clearly that the main potential strength of tourism in Buton Regency is historical tourism which is supported by arts and cultural tourism. This is in accordance with what is stated in the vision of the Buton Regency tourism

development master plan which states that the vision of the development of Buton Regency tourism is nature-based and integrated history and culture (Perda No.2 Tahun 2021 2021). Research on the tourism potential of Buton Regency has not been widely conducted. 2019, research conducted by Coppenger, Hyun and Lee illustrate how rich the tourism potential is but has not been maximally developed (Coppenger, Hyun, and Lee 2019). Even though it is not yet a major tourist destination, Buton still has its own charm (Kemenpar 2021).

Research conducted by Satria, Ramli and Amaluddin in 2020 confirmed the results of

the research, namely that one of the districts that has good tourism potential is in Wabula District (Satria, Ramli, and Amaluddin 2020) in the form of natural tourism which is dominated by beach tourism. Apart from natural tourism. There is also good historical tourism in the form of relics of the Buton Sultanate in the form of historical buildings and fortresses including Takimpo Lipogena Fort located in Pasarwajo District (Suseno 2022) and also clearly identified by Kaimudin in 2018 (Kaimudin 2018). Another building with historical value is an old building in an asphalt mining complex located in Winning Village, Pasarwajo (D. P. Sari and Kurniawan 2023). In Kapontori Sub-district there is also a Lambusango protected forest which plays an important role as the lungs of the world rich in biodiversity (Sadat et al. 2019) both endemic flora and fauna such as anoa and cuscus (Coppenger, Hyun, and Lee 2019). Pasarwajo sub-district is undeniably a top priority due to the availability of tourism supply. In addition, Pasarwajo is also the center of the Buton Regency government so it will be easier to get access to the Regional Government. Pasarwajo sub-district is also planned to build the Holimobo Lama airport in the future (Perda Sultra No 2 Tahun 2014 2014). So that it can facilitate the movement of tourists from outside Buton to come traveling. In the Pasarwajo area, there is also an asphalt mining area which potentially develop by combining mining tourism and heritage tourism (D. P. Sari and Kurniawan 2023) which the local government is currently trying to develop as a form of mining education tourism.

## CONCLUSION

Determining the key tourism area in Buton Regency is very important to avoid conflicts that occur in the community who claim that their area is the most suitable area for tourism development. Based on the data obtained and explained previously above, Pasarwajo District is the most suitable sub-district to be used as a key area for tourism development

in Buton Regency based on its tourism supply data.

Attraction, accessibility, and amenity are the main core of tourism supply mapping and determining key tourism areas can help reduce development costs that will be incurred. This is possible because other facilities and infrastructure that cannot be built by the Buton Regency tourism office can be built or developed by other related agencies. Thus, it is expected that tourism development carried out in Buton Regency can be carried out in a measured and directed manner in accordance with the vision of the Buton Regency tourism development master plan to be able to make Buton Regency a superior nature-based tourist destination integrated with history and culture that is highly competitive and sustainable.

## Declaration by Authors

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