



## Natural Tourism Development Strategy In Rejang Lebong District

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### A B S T R A C T

The tourism sector is one of the potential areas that need to be developed, because the tourism sector is one of the image-bearing sectors of the region, so tourism must be managed professionally in order to provide a good image which will attract tourists to visit the region. In addition, tourism also provides opportunities for people around the tourism area to get new jobs that will improve the regional economic situation and preserve the socio-cultural life in the local area. The method used in this research is to use the exploratory method with an inductive approach. This study uses data collected through archives and books. In addition, the data were obtained through observation, documentation, and interviews.

Based on the results of the analysis and research, we can conclude. First, the potential for tourism and the condition of tourism objects in Rejang Lebong Regency is inadequate due to innovation from the local government, main facilities and supporting facilities, and limited costs. Furthermore, in developing tourism potential in Rejang Lebong Regency, many factors become obstacles, and to develop tourism, the Rejang Lebong Regency Government has implemented tourism development strategies.

Based on the conclusion, the following suggestions are given from this study. First, in developing tourism in Rejang Lebong Regency, the government should not only rely on two mainstay tourist objects of Rejang Lebong Regency but also develop tourist objects - other potential tourism objects. Furthermore, in developing tourist areas in Rejang Lebong Regency, the Rejang Lebong Regency Government should improve itself and collaborating with other institutions. Such as trying to invite outside investors to improve facilities, or develop and build new facilities, and maximize the strategies that have been taken for



## INTRODUCTION

In this era of globalization, the basis of national development no longer lies with the central government but involves local governments both in the planning, implementation and supervision processes. In the context of implementing a regional government system that is an integral part of the Indonesian state government system, the regions are given the authority to run the wheels of their regional government. Along with the enactment of Law Number 23 of 2014 concerning Regional Government to regulate and carry out governance and development according to the principles of autonomy and co-administration, this implies that the Regional Government is more independent in the success of plans and programs that have been planned and made in developing and advancing regions. This aims to accelerate the realization of community welfare through improving public services, empowerment and the role of the community in increasing regional competitiveness.

In Indonesia, there are already many tours with national standards and even international ones, as evidenced by the large number of domestic tourists and foreign tourists who come to tourist attractions such as Bali, Lombok and others. This is supported by good promotions such as holding certain events that attract tourists, promotions through social media and print media. In addition,

tourism development to run well.

good and comfortable facilities and infrastructure make tourists feel at home visiting tourist attractions.

However, it is inversely proportional to what happened in Bengkulu Province, especially in Rejang Lebong Regency. Rejang Lebong Regency is a district that has the potential in developing a strategic and potential tourism sector to be managed developed and marketed. After the researchers conducted the pre-research, there were several problems encountered in the development of natural tourism in Rejang Lebong Regency, namely the absence of attractions and games offered at natural attractions in Rejang Lebong. The second problem is from entertainment and recreation services, namely the absence of entertainment performing arts such as traditional dances and theater performances that will be displayed on an open stage at natural attractions in Rejang Lebong Regency. The third problem is accommodation services, where lodging in natural attractions is located very far from the tourist attraction. The fourth problem is the lack of souvenirs sold in the tourist area, most traders only sell food and so that visitors do not find souvenirs typical of the Rejang Lebong area that can be used as a keepsake.

The large number of tourist attractions, especially good natural tourist attractions, are not supported by promotion through social media and print media, the lack of events that attract



tourists to Rejang Lebong district, and infrastructure supporting natural tourism is not good, such as potholes, unclear directions, there is no tour guide, and so on.

Based on the above background, the problem in this research can be formulated, namely What is the Strategy of Natural Tourism Development in Rejang Lebong Regency?

Every research that is carried out certainly has a goal to be achieved or what the research objective is, of course, clearly known in advance. As for the purpose of this study is to describe, analyze the Natural Tourism Development Strategy in Rejang Lebong Regency.

After completing this research, it is hoped that it will provide good benefits for ourselves and for other parties interested in this research. The expected research benefits are:

1. This research is useful for writers to train and develop a scientific frame of mind and write it in the form of scientific papers, as well as to add material knowledge and understanding of the strategy of developing natural tourism in Rejang Lebong Regency.
2. This research is expected to be of benefit to the general public and students of the Masters in Administration Study Program, Faculty of Social and Political Sciences, University of Bengkulu, especially as a reference material who are interested in this field of study.

3. This paper is expected to be able to provide contributions or suggestions for the Rejang Lebong Regency government.

### **Strategy Concept**

The concept of strategy is a concept that needs to be understood and applied by every entrepreneur in all kinds of business fields. The leadership of an organization every day tries to find a match between the internal strengths of the company and the external forces (opportunities and threats) of a market. Its activities include careful observation of competition, regulations, business cycles, consumer desires and expectations and other factors that can identify opportunities and threats. A company can develop strategies to overcome external threats and seize existing opportunities. Strategy is a tool to achieve goals, in its development the concept of strategy continues to evolve.

The elements of strategy according to James Brian Quinn (Mintzberg, Lampel, Quinn, Ghoshal: 2003) are as follows:

#### **(1) Purpose**

Objectives are the results to be achieved by an organization / agency. Goals are one of the dimensions that can create a strategy because goal setting is closely related to the strategy that an organization or agency will use in achieving its goals, where when the goals have been set, we can know which strategy to use.

#### **(2) Policy**

Policy is a series of decisions that guide and limit the actions taken. Policies are



made to determine the direction of a set goal so that policy making makes it easier to direct an organization or agency in implementing a strategy.

### **(3) Program**

The program is a sequence of actions carried out in achieving the stated goals. The program is intended to regulate all actions to be taken so that the strategies to be implemented can be maximally implemented. The strategy determines the overall direction and focus of the organization's actions, its formulation cannot be considered a mere generation and alignment of programs to meet predetermined goals.

### **Strategy Definition**

The definition of "strategy" comes from the Classical Greek word, "strategos" (general), which is basically taken from a selection of Greek words for "troops" and "to lead". The use of the Greek verb related to "strategos" can be interpreted as "planning and annihilating enemies by using an effective way based on the means owned" (Bracker, 1980) (in Heene et al., 2010).

### **Concept of Tourism**

The definition of tourism in general is a trip that a person takes temporarily from one place to another by leaving the original place and with a plan or not with the intention of making a living in the place he is visiting, but solely to enjoy sightseeing activities or recreation to fulfill various

desires. Badrudin (2001) defines tourism as a trip from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony or happiness with the environment in the social, cultural, natural and scientific dimensions.

### **Development Concept**

According to Paturusi (2001) states that development is a strategy that is used to advance, improve and improve the tourism conditions of an object and tourist attraction so that tourists can visit it and be able to provide benefits to the community around tourist objects and attractions as well as for the government. tourism aims to benefit both tourists and host communities.

### **Definition of DTW Development**

Ismayanti (2009: 147) explains that tourist attraction is the main focus of driving tourism in a destination. In a sense, tourist attraction is the main driving force that motivates tourists to visit a place.

### **Definition of Tourism Object Development**

Everything that is interesting and worth visiting and seeing is called an attraction, or it is commonly said to be a tourist attraction. These attractions include panoramic views of stunning natural beauty such as mountains, valleys, canyons, waterfalls, lakes, beaches, sunrises and sunsets, weather, air and others. Besides that, it is also in the form of human-created culture such as monuments, temples, classical buildings,





ancient relics, cultural museums, ancient architecture, dance, music, religion, customs, ceremonies, fairs, anniversary celebrations, competitions, or other cultural, social and sporting activities that are specific, prominent and festive, (Pendit, 2002.20).

### Development Planning

According to Noer (2011) Aspects of Planning Development of natural tourism objects include area planning systems, spatial planning (regional spatial planning), standardization, identification of potentials, cross-sectoral coordination, funding, and information systems for natural tourism objects. The institutional aspect includes the utilization and capacity building of institutions, as a mechanism can manage various interests, operationally is an organization with appropriate HR and regulations and has high efficiency.

### Definition of Tourist Attraction

Based on the Law of the Republic of Indonesia No. 10 of 2009, Tourist Attraction is described as anything that has uniqueness, convenience and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or tourist visit.

### Concept of Nature Tourism

The notion of natural tourism has developed from time to time. However, in essence, the notion of ecotourism is a form of tourism that is responsible for the preservation of unspoiled areas, provides

economic benefits and maintains the cultural integrity of the local community (Fandeli and Mukhlison, 2000).

## MATERIALS AND METHODS

### Types of Research

The research method used in this research is qualitative research methods. Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions, and is also called ethnographic methods. Qualitative research is carried out on natural objects that develop as they are, not manipulated by researchers and the presence of researchers does not really affect the dynamics of these objects.

### Research Focus and Aspects

The problem in qualitative research rests on a focus. As for the purpose in formulating research problems by utilizing focus, first, focus setting can limit the study: secondly, focus setting serves to meet inclusion or entry-exclusion criteria or new information obtained in the field as stated by Moleong (2004: 93-94). In qualitative methods, the research focus is useful for limiting the field of inquiry. Without a research focus, researchers will be trapped by the amount of data obtained in the field. Therefore the research focus will play a very important role in viewing and directing research.



The research focus is tentative in line with the development of the research. Moleong (2004: 236) states that the focus of research is intended to limit qualitative studies, as well as limit research to select relevant and good data. This research is focused on the strategy of developing natural tourism in Rejang Lebong Regency, namely efforts to re-develop natural tourism in Rejang Lebong Regency. The aspects in this research refer to the Tourism and Culture Office Program of Rejang Lebong Regency in the development of natural tourism, including:

1. Development of Entertainment and Recreation Services
2. Accommodation Services
3. Souveni services

### Data Collection Techniques

The data collected in this study are data about the strategy of developing natural tourism in Rejang Lebong Regency. The data collection techniques used in the study were primary data collection and secondary data collection. The author uses primary data collection and secondary data because this research requires direct data either directly with the object of research or data in the form of documents related to research. For more information on these two data collection techniques, it will be described as follows:

#### Primary Data Collection

Primary data is raw data which will be processed for specific purposes and according to needs. This data is data

obtained from main sources, for example from individuals or individuals such as interviews. An interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic.

#### Secondary Data Collection

Secondary data is primary data that has been processed further, for example in the form of tables, graphs, diagrams, pictures, and so on. Secondary data on the one hand is information as well because it is the result of primary data management and is more informative. Secondary data collection is done by means of documentation techniques, namely data collection techniques by selecting documents related to this research problem. Documents are records of events that have passed. Documents can be in the form of writings, pictures, or monumental works.

#### Research Informants

The informants in this study were employees of the Tourism and Culture Office of Rejang Lebong Regency. The technique of determining the informants in this study used purposive sampling. According to Koentjaraningrat (2009: 32) purposive sampling is a method of taking informants that are carefully selected so that they are relevant to the structure of the research, where sampling is taken by taking informants selected by the author



according to specific characteristics and certain characteristics.

### Data analysis

To analyze the data obtained in this study, the authors use qualitative descriptive data analysis techniques, which are used to analyze data, both data from interviews, observations, and documentation, by describing or describing the collected data.

## RESULTS AND DISCUSSION

### Informant Profile

Overall there are 12 informants including 1 head of service, 1 secretary, 4 heads of fields and 6 people, as shown in the following table:

Table 4.1. Number of Research Information

No	Position	Number of Informants (person)
1	Head of Tourism and Culture Office of Rejang Lebong Regency	1
2	Secretary of the Department of Tourism and Culture of Rejang Lebong Regency	1
3	Head of Division	4
4	Society	6
	<b>Total</b>	<b>12</b>

Source: Research Results, January 2020

### Analysis of Research Results

Next will be explained about the results of research in the field carried out by the author. The results of the study are in the form of interviews and research data that the author has found during the research process. These data are in the form of primary data and secondary data. Primary data in the form of direct interviews and secondary data are documents obtained by the author at the relevant agency and in other documents that are still relevant to this research.

### Natural Tourism Development Strategy in Rejang Lebong Regency

Based on the type of research and the aspects to be observed in this study, this research is a qualitative analysis. Qualitative analysis is used to examine information about qualitative (immeasurable) aspects of human, physical, social and political systems, as well as the interrelationships between these systems.

The policies and activities taken by the Rejang Lebong Regency Tourism Office are as follows:

1. Tourism Marketing Development
  - a. Development of a Tourism Promotion Cooperation Network
  - b. Implementation of Regional Potential Promotion and Tourism
2. Development of Tourism Destinations
  - a. Improvement of Facilities and Infrastructure Development
  - b. Development of Featured Tour Types and Packages



### 3. Partnership Development

- a. Development and Strengthening of Research and Development for Culture and Tourism
- b. Increasing the Role of Community in Tourism Partnership Development
- c. Improving the Quality of Tourism Destination Governance and the Capacity of the Tourism Business Community

#### **Entertainment and Recreation Services**

In developing a tourism object, of course the Government, in this case the Tourism and Culture Office of Rejang Lebong Regency, requires the role of other parties to assist in the promotion and marketing of tourism by implementing programs for the use of information technology. Of course, programs related to promoting tourism objects are very much needed for the development of tourism objects, especially those that are not very well known and are still in the development stage. With the existence of programs related to promotion as well as entertainment and recreation, of course, tourism objects in Rejang Lebong Regency, especially natural tourism, can be better known and attract tourists from within and outside the country.

#### **Accommodation Services**

The tourism destination development program which among others focuses on physical development and accommodation, this development is very necessary because the physical aspect is a real picture where

we can assess a place by clearly seeing the shape and everything in real terms.

One of the items for improvement in the development of tourism objects is the improvement of facilities and infrastructure and accommodation. As is well known, good and complete facilities and infrastructure are added values and things that can increase the beauty value of a tourist attraction. The beauty and uniqueness of a tourist attraction must be able to be supported by good facilities and infrastructure to support tourists to enjoy the beauty tourist attraction. Even though a tourism object has amazing natural beauty, but it is not supported by the development of facilities and infrastructure to enjoy it, so tourists cannot explore further these attractions. Facilities and infrastructure are one of the objects of visitor satisfaction with a visited tourist attraction. Facilities and infrastructure that can satisfy such as access roads, toilets, and facilities that support the beauty and satisfaction of tourists if improvements are not carried out according to standards for the convenience of visitors, the tourist area cannot be said to be a tourist area that can attract visitors due to visitor dissatisfaction. of these facilities and infrastructure. Government programs in developing natural tourism in Rejang Lebong Regency, in this case improvements related to facilities and infrastructure such as road access, toilets, gazebos, maintenance of gates and other facilities and infrastructure are the right steps to support visitor satisfaction with the area of natural tourism objects in the





Regency Rejang Lebong, so it must be realized as soon as possible.

### **Souvenir services**

In developing natural tourism objects in Rejang Lebong Regency, there are several programs that are being improved, including souvenir services available at tourist sites.

In building partnerships with private parties and others, it is also necessary to develop and strengthen information and databases as initial data on natural potential and wealth, in this case the beauty of natural tourism objects in Rejang Lebong Regency to be used as study material for the Government and its partners on the development of tourism objects. the. In addition, the Government also needs to intensify dialogue and communication forums among industry and cultural actors so that it is easier to find strategies to identify potential that can still be developed in order to increase the quality of tourism in Rejang Lebong Regency, especially natural tourism. One thing that is often encountered is that bright ideas and ideas are usually present in dialogues and communication forums, including on tourism development strategies. Furthermore, in order to maintain the partnership relationship, it is also necessary to increase coordination among stakeholders, both from the government, private parties, institutions related to culture and tourism, the community and other parties involved in this partnership. Monitoring and

evaluation of each stage that is passed should be carried out consistently and systematically in order to achieve the maximum goal of the natural tourism development partnership in Rejang Lebong Regency.

### **Accommodation Services**

The policy analysis compiled considers various aspects both from within and from outside Rejang Lebong Regency. Thus the economic impact on the surrounding community can be felt through increasing small-scale economic activities, such as souvenir traders and traditional foods such as grilled fish, milkfish satay, grilled shrimp and others. Based on the socio-economic analysis, it can be seen that the community gives a very positive response to the development of natural tourism. The community considers that the development of natural tourism in Rejang Lebong Regency will provide greater economic and social benefits to the surrounding community.

### **Souvenir services**

If the facilities are inadequate, it will damage and endanger visitors, objects and attractions are often associated with the notion of tourism industry "products" with tourist objects and attractions. These tourism products and attractions cover the entirety the services that tourists get, feel or enjoy, since he leaves the house where he usually lives, to the tourist destination he has chosen.



## CONCLUSION

Based on the results of research and discussion on the development of natural tourism in Rejang Lebong Regency, it can be concluded that the strategy for developing natural tourism in Rejang Lebong Regency is as follows:

### 1. Entertainment and Recreation Services

- a. Open a tourism vocational school to provide competent human resources in the tourism sector to support the development of natural tourism objects in Rejang Lebong Regency, so that with the availability of human resources it can guide tourists and can also provide information to outsiders about natural tourism in Rejang Lebong Regency.
- b. Encouraging the active role of the community to support activities in developing natural tourism objects in Rejang Lebong Regency
- c. Increase PAD from natural tourism objek sources in Rejang Lebong Regency.
- d. Cooperating with the private sector to develop natural tourism objects in Rejang Lebong Regency
- e. Provide training / skills to the community to produce tourism products

### 2. Accommodation Services

- a. Looking for investors to develop natural tourism objects in Rejang Lebong Regency

- b. Provide a large parking area
  - c. Provide lodging facilities
  - d. Provide transport to
- ### 3. Souvenir services
- a. Carry out skills training activities for the manufacture of tourist souvenirs
  - b. Providing capital to the community for making regional souvenirs
  - c. Bringing crafts typical of the Rejang Lebong area

Based on the research results that have been discussed, the authors suggest:

1. The government of Rejang Lebong Regency is expected to immediately make specific goals for the development of natural tourism objects so that the development of natural tourism in Rejang Lebong Regency, the government does not only rely on the mainstay tourist objects of Rejang Lebong Regency, but also develops other potential tourist objects.
2. The government of Rejang Lebong Regency is expected to be able to make a special policy related to the development of natural tourism in Rejang Lebong Regency so that the government can improve itself and cooperate with other institutions. Such as trying to invite outside investors to improve facilities, or develop and build new facilities, and maximize the strategies that have been taken for tourism development to run well.
3. There is supervision from the Regional Government of Rejang



Lebong Regency regarding programs made for the development of natural attractions in Rejang Lebong Regency

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