

## **Tourism Sector Development Strategy in North Maluku: A Case Study of Tidore Islands**

**Prince Charles Heston Runtunuwu**

Faculty of Economics and Business, Khairun University  
Jl. Yusuf Abdulrahman, Gambesi, Ternate 97719, Indonesia  
Correspondence Email: princecharles@unkhair.ac.id

### **ABSTRACT**

Tourism is one of the important things for a country, with tourism, a country or more specifically the Regional Government where the tourist object is located, receives income from the income of each tourist attraction. This study aims to identify and determine tourism objects that need to get a priority scale as a leading tourism to be developed; how the strategies that need to be formulated in the context of developing tourist objects in the City of Tidore Islands. The number of research samples was 70 people. The test tools used are analysis weighted product, simple linear regression, SWOT analysis. The results showed that: (1) the leading tourist attraction in the City of Tidore Archipelago is the Kie Kedaton Kie tourist attraction in the Tidore Sultanate, which is ranked 1; (2) service quality on visitor satisfaction shows that the level of service quality has a significant effect of 73.3% on visitor satisfaction at the Kie Kedaton Kie Sultanate of Tidore; (3) The strategy for developing the leading tourism objects in the City of Tidore Islands is as follows: (i). Improve the quality and quantity of human resources (HR) so that managers of tourist attractions are more optimal, (ii). Development of supporting facilities to build vacant land, which is governed by policies and development of investment marketing and tourism marketing, (iii). Collaborating with third parties (private) or community self-help parties, (iv). Increased promotion through print media and tourism social media in its development so as to attract investors, (v). Increasing the improvement of the development concept development program by following the era of globalization without reducing its historical value to attract visitors so that they are ready to face competition between tourist objects, (vi) Accelerating building activities that have been designed considering the approaching year-end and holiday period (vii) Increasing the quality of the workforce professionals in the management of tourist objects so as to reduce environmental damage due to arbitrary developments.

**Keywords:** Development, Leading Tourism, Strategy Weighted Products

### **INTRODUCTION**

For Indonesia, coastal areas have a strategic meaning because they are transitional areas between terrestrial and marine ecosystems and have very rich potential natural resources and environmental services. The wealth of these resources creates an attraction for various parties to utilize their resources and various agencies for their utilization. Tourism is a sector that continues to grow rapidly and has even become Indonesia's mainstay sector today (Purnaya, 2017). In 2008, Indonesian tourism contributed to the Gross Domestic Product (GDP) of Rp. 153,025,000,000,000 (3.09%) of Indonesia's total GDP (Ariastini, 2018). In 2009, its contribution increased to 3.25%. In the same year, foreign exchange from tourism was the third largest contributor to the country's foreign exchange, after oil and gas and palm oil. The tourism sector is a very

important source of income for a country or region that has tourist attractions. One of the efforts to optimize regional income is the development of tourism potential. Having natural beauty and historical culture in Indonesia is able to attract the attention of local tourists to foreign tourists to visit to see the natural beauty that Indonesia has, from the beauty of natural tourism such as beaches, mountains, tours of historical and cultural heritage to artificial tourism.

Tourism is one of the important things for a country, with the existence of tourism, a country or more specifically the Regional Government where the tourist attraction is located, gets income from the income of each tourist object. Tidore Islands City Is one of the cities in North Maluku Province, has an area of 1,550.37 km<sup>2</sup>, which consists of 8 Districts, namely the Tidore Islands City Area consisting of North Tidore District, South Tidore District, East Tidore District, Tidore and District Oba, Centre Oba District, South District and North Oba (located on Halmahera Island).

**Table 1. Tourism Objects by District in the City of Tidore Islands**

No	District	Tourism Objects
1.	South Tidore	Mare Island, White Sand Beach, Pandai Besi, Sport Dive, Pasi (Atols), Tomb of Sultan Ciriliyanti, Tomb of Sultan Syaifudin.
2.	North Tidore	Maitara Island, Rum Beach, Fortress, <i>Scobe Maresku</i> Fortress, Red and White Monument, Mangrove Forest, Monument <i>De Elcano</i>
3.	Tidore	Tugulufa Beach, Tore Fort, Fort Tahula, Kadaton Kie, Tidore Sultanate, Tidore Sultanate Mosque, Tomb of Sultan Nuku , Tomb of Suktan Zainal Abidin Syah, Sonyinge Malinge Museum, Former West Irian Governor's Office, Tidore Sultanate Bridge, Former West Irian Governor Bridge House, Grabunga Agro Tourism.
4.	East Tidore	Akesahu Beach, Failonga Island, Jikocobo Beach, Gamgau Beach, Dourobe Park, Cobo Beach, Sport Dive Failonga, Tomb of Jere Aulia Toroka, Majui Beach, Aulia Gamgau Sacred Tomb, Mata Air Liku Cileng, White Sand Beach
5.	Oba	Woda Beach, Joji Beach, Tamong Island, Gurutu Island, Kali Boki Madodobo, Bastiong Waterfall, Sigela Waterfall, Aketajawe Lolobata National Park
6.	South Oba	-
7.	North Oba	Danau Gurua Marasai / Mangrove Forest, Sibu Island, Guraping Beach, Kaiyasa Beach, Somahode Beach, Kusu Beach
8.	Centre Oba	Kali Akelamo, Paceda Beach, Noramake Beach, Loleo Beach

Source: DISPARBUD Tidore, (2019)

The development of tourist objects is carried out with a more focus through the systematic arrangement and development of various tourist objects, by completing all the supporting facilities. It must be admitted that the supporting facilities and attractions of various tourist objects in the City of Tidore Islands are not entirely in good condition.

In particular, there are minimal transportation facilities, and there is still a lack of information about existing tourist objects.

The description above needs to be realized by the Regional Government, in this case the Culture and Tourism Service, which plays an important role in developing a tourist attraction, given that tourist objects in the City of Tidore Islands have enormous potential in growing economic growth. The city of Tidore, which has attractive tourist attractions, has good potential, requiring the economy of the Tidore Islands City. However, this is supported by a tourism development strategy in each tourist attraction in order to attract more attention for those who want to visit and have recreation, both foreign and domestic tourists.

**Table 2. Data on Visits of Foreign and Domestic Tourists Using Hotel and Visiting Tourist Attractions in the City of Tidore Islands in 2014-2018 (Soul)**

No	District	Year											
		2014		2015		2016		2017		2018		2019	
		Foreign Tourist	Local Tourist	Foreign Tourist	Local Tourist	Foreign Tourist	Local Tourist	Foreign Tourist	Local Tourist	Foreign Tourist	Local Tourist	Foreign Tourist	Local Tourist
1	Tidore	52	2760	49	1163	245	1,108	215	813	175	4,878	360	1388
2	South Tidore	-	-	-	-	-	-	-	-	-	-	20	300
3	North Tidore	-	-	-	132	16	997	4	496	18	1,335	4	975
4	East Tidore	-	-	-	-	32	5,542	-	5,902	6	6,708	-	5500
5	North Oba	102	12762	28	16,975	41	10,891	25	11,520	27	14,269	5	8662
6	Centre Oba	-	-	-	-	-	-	-	-	-	-	-	-
7	Oba	-	75	-	-	-	-	-	109	1	133	13	3028
8	South Oba	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>		154	15597	77	18270	334	18,538	244	18,840	227	27,323	402	19853
<b>Total annual visits</b>		<b>15,751</b>		<b>18,347</b>		<b>18,872</b>		<b>19,084</b>		<b>27,550</b>		<b>20,255</b>	

Source: DISPARBUD Tidore, (2019)

As can be seen in the table, the number of visits by foreign and domestic tourists who use hotels and who visit tourist attractions are in the City. Tidore Islands. Which has the highest number of visits, namely in 2018 the number of visits was 27,550 and in 2019 it experienced a very drastic decline with a total number of visits of 20,255.

The role of tourism in hotels and restaurants is of course interrelated as seen from the trips of tourists which have more than one destination, so that it requires facilities to rest

and stay, not only that tourists on their journey, besides needing a place to stay, of course need a place to provide food and drinks, one of which is a restaurant. Restaurants are a tourist destination to enjoy a variety of local foods that have the characteristics of a region. This also affects hotel and restaurant tax revenue (Arjana, 2015). Hotel tax and restaurant tax are two types of regional taxes whose potential is growing in line with increasing attention to supporting components, namely the service and tourism sectors in regional development policies.

The purpose of this study is to find out and determine which tourist objects need to get a priority scale as superior tourism to be developed, as well as to find out whether the effect of service quality on visitor satisfaction at the Tidore Islands City tourist attraction? and to find out the strategies that need to be formulated in the context of developing tourist objects in the City of Tidore Islands?

### **RESEARCH METHOD**

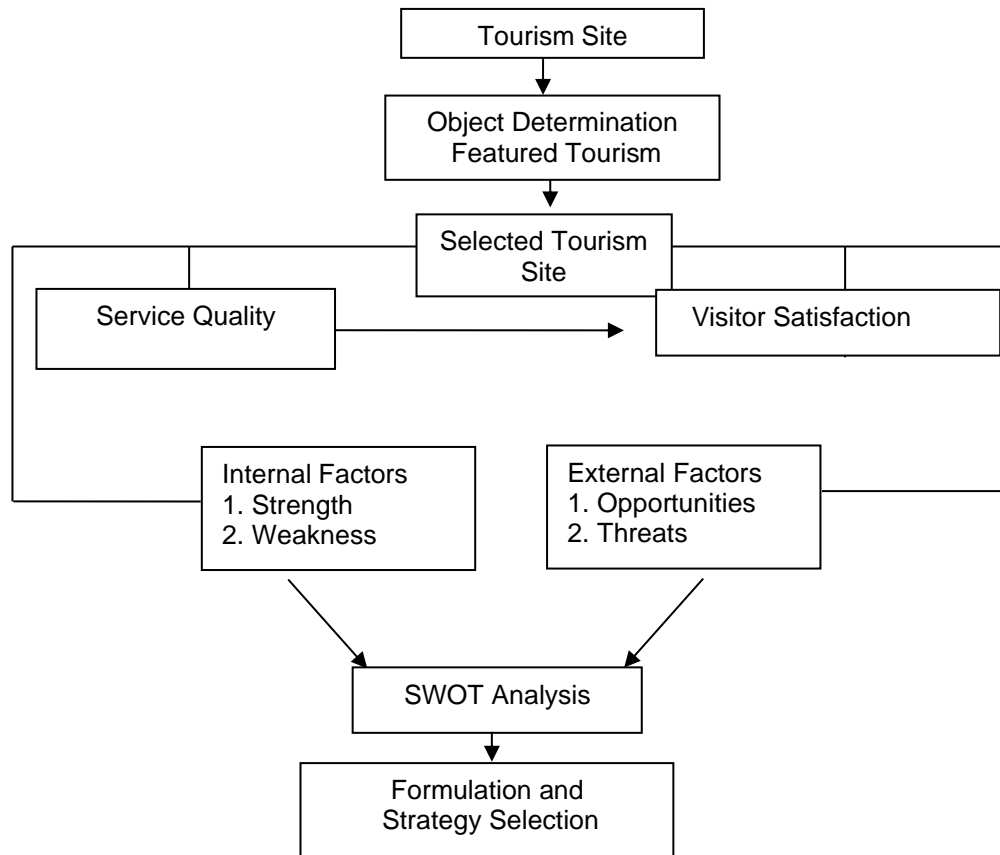
This research was conducted in the City of Tidore Islands, in February - July 2020. Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by the researcher to study and then draw conclusions. (Sugiyono, 2013). In connection with this, the population in this study is in the field of tourism, visitors and tourism object managers, with a total of 120 people.

In this study the sample was conducted using *purposive sampling*. *Purposive sampling* is a technique based on certain considerations (Sugiyono, 2013). With the research sample who are considered experts in the field of tourism in the City of Tidore Islands in this study the respondents are people or agencies who are believed to be experienced sources and know about the problem or material being asked. The number of samples in this study is not too much but is representative of the population and fulfills the desired information. Respondents in question are related agencies or agencies and tourism managers in the City of Tidore Islands. What is meant is the Secretary of the Tourism Culture Office, the head of tourism management as a source of information as well as the manager and visitor section.

Data used in this study are secondary data obtained from literature, books, journals related to research problems. The data needed in this study include:

- a. Data on the number of foreign and domestic tourist visits 2014-2019.
- b. Hotel tax and restaurant tax data 2014-2019.
- c. Government funds data in the development of tourism infrastructure for 2017-2019.

## Model



**Figure 1. Framework**

To determine the determination of the attractions that be the priority attention of the Government in the development of the tourism sector of the Islands Tidore analysis tools that is method of Weighted Product, Kusmarini (2006) The method *Weighted Product* uses the multiplication technique to relate the attribute rating, where the rating of each attribute must first be ranked with the attribute weight in question. This process is the same as the normalization process. Preferences for alternatives are given as follows:

$$S_i = \prod_{j=1}^n x_{ij}^{w_j} \dots \dots \dots (1)$$

Where:

S = expresses *preferences* alternative analogous to vector S

X = states the criterion value

W = states the criterion weight

i = states the alternative

j = states the criteria

n = states the number of criteria

$\sum w_j$  = 1 is the power of positive value for the attribute profit, and is negative for the cost attribute.

The relative preference of each alternative is given as follows:

$$V_i = \frac{\prod_{j=1}^n x_{ij} w_j}{\prod_{j=1}^n (x_{j*}) w_j} \dots\dots\dots(2)$$

Where:

- V = states the alternative preference is analogous to a vector V
- X = states the criterion value
- W = states the criterion weight
- I = states the alternative
- J = states the criteria
- n = states the number of criteria
- \* = states the number of criteria that have been assessed on the vector S

### Hypothesis

In this paper, there are 3 hypotheses that will be proven, as follows; presumed that there are tourist objects that have a positive effect and need to get a priority scale as a leading tourism to be developed ; presumed that service quality has a positive effect on visitor satisfaction at the Tidore Islands City tourist attraction ; and It is suspected that the strategy has a positive effect on the development of tourist objects in the City of Tidore Islands.

## RESULTS AND DISCUSSION

### Determination of Leading Tourism Objects in the City of Tidore

This test was carried out using aanalysis tester *weighted product*. This test is carried out for the selection and determination of the leading tourist objects in Tidore Islands City which will later become the Government's attention for the development of leading tourist objects. In this research, it is proposed that the determination of the leading tourist objects in the City of Tidore Islands. And based on the results of the calculation of the leading tourist objects in the City of Tidore Islands that need government attention using a *weighted product* is the Kie of the Tidore Sultanate where vector s (81.1818263) and vector v 0.12007435 are branches 1. There are 1 of 9 tourist objects which are the leading tourist objects in the City of Tidore Islands. These results support previous research by (Marsyono, 2015), namely the development strategy of the tourism sector in East Lampung Regency. Besides that, the government also needs to be oriented towards treatment for the satisfaction of employees or laborers who work in these tourist objects, so that they are motivated and excited and full of responsibility (Ashraff, et all, 2020)

### Service Quality Towards Visitor Satisfaction

This hypothesis testing is done by using the t tester. This test is conducted to determine whether the independent variable has a significant or no effect on the dependent variable. In this hypothesis, it is proposed that service quality has a positive effect on visitor satisfaction. And based on the test results can be known hypothesis value t for the variable quality of service 0,3,678> t<sub>table</sub> 2.028 and significant value of 0.001 <0.05 means that this study shows that service quality positively affects customer satisfaction. This means that there is an influence between service quality variables on visitor satisfaction. This studi supported by studies from Adam, *et all* (2020) and Kamilah, *at all* (2020), to



achieve organizational success, it is necessary to focus on customer satisfaction, by creating, among others: convenience, friendly prices, discount programs and promotions. And these results support by previous research by (Ligiya Fitria Ramadan, 2016), namely the effect of service quality on tourist satisfaction in tourism in Gajah village.

### **Strategy for the Development of Tourism Objects of the Kie Sultanate of Tidore**

This test was carried out using a SWOT analysis tester. This test was conducted to find out the strengths, weaknesses, threats, and opportunities of leading tourist objects in the City of Tidore Islands which would later become the Government's attention for the development of tourist objects superior. In this research, it is proposed to find out the strengths, weaknesses, opportunities, and threats to determine the development strategy. And based on the results of the analysis through this SWOT analysis, the policy for developing the tourism object of the Kie Sultanate of Tidore is:

1. Improving the quality and quantity of human resources (HR) so that the management of tourist attractions is more optimal.
2. Development of supporting facilities to build vacant land, which is governed by policies and development of investment marketing and tourism marketing.
3. Cooperating with third parties (private) or community self-help parties.
4. Increased promotion through print media and social media for tourism in its development so as to attract investors.
5. Increase the improvement of the development concept development program by following the era of globalization without reducing its historical value to attract visitors so that they are ready to face competition between tourist objects.
6. Accelerate building activities that have been designed considering the end of the year and the holiday season.
7. Increasing the quality of professional workforce in managing tourist objects so as to reduce environmental damage due to arbitrary developments.

These results support previous research by Haizar, *et all* (2020) and Siafu, *et all* (2020), which the importance of implementing innovative, open and transparent work strategies to achieve the success and goals of the organization or institution. Besides that, this study is also supported by Pradikta (2013), namely the strategy of developing a tourist attraction for the Mount Reservoir Roho Indah in an effort to increase regional revenue (PAD) in Pati Regency.

### **CONCLUSIONS**

Based on the results of data analysis and discussion, it can be concluded that:

- a. The leading tourist objects in the City of Tidore Islands that need government attention using *weighted products* are the Kie of the Tidore Sultanate where vector  $s$  (81.1818263) and vector  $v$  0.1007435 as a branch 1.
- b. Service quality on visitor satisfaction shows that the level of service quality has a significant effect on 73.3% of the visitor satisfaction of the Kie Kadaton Kie Sultanate of Tidore.
- c. The strategy for developing the leading tourism objects in Tidore Islands City in the SWOT analysis shows that the strategies are as follows: (i). Improve the quality and quantity of human resources (HR) so that managers of tourist attractions are more optimal. (ii). Development of supporting facilities to build vacant land, which is governed by policies and development of investment marketing and tourism marketing. (iii). Cooperating with third parties (private) or community self-help parties.

(iv). Increased promotion through print media and social media for tourism in its development so as to attract investors. (v). Increasing the improvement of the development concept development program by following the era of globalization without reducing its historical value to attract visitors so that they are ready to face competition between tourist objects. (vi). Accelerate building activities that have been designed considering the end of the year and the holiday season. (vii). Increasing the quality of professional workforce in managing tourist objects so as to reduce environmental damage due to arbitrary developments.

It is necessary to make more efforts in relation to the care given by the Kie Kadaton Kie Sultanate of Tidore is good but still elevated by being more sensitive to the needs of visitors, the need for advances in information technology To make it easier for tourists to access the existence of the Kedaton and other tourist objects and the quality of service needs to be improved by Kie of the Tidore Sultanate because the better the service quality, the better the Kedaton image in the eyes of the community.

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