



Study of Integrated Tourism Development in Increasing Tourist Visits and the Economy of the People of Southeast Sulawesi Province

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ABSTRACT

This research is entitled "Integrated Tourism Development Study ." In Increasing Tourist Visits and the Regional Economy Southeast Sulawesi Province ". This research activity was carried out as an effort to assist the Southeast Sulawesi Provincial government in solving economic problems based on efforts to improve the tourism sector so that it can contribute more to the acquisition of Regional Original Income (PAD) and the community's economy. This research was carried out with the aim of optimizing development area tourist integrated in Southeast Sulawesi Province. Obtain a management model for managing tourist destinations in order to achieve tourism development that can increase PAD and the community's economy. Obtain strategies and concepts for integrated tourism development in Southeast Sulawesi Province. This research uses quantitative descriptive analysis, inferential statistical analysis with the SEM-PLS model and SWOT analysis. This research is expected to be able to show that the development of the tourism sector can increase PAD acquisition and community economic progress Southeast Sulawesi Province area . The research results show that: Optimizing development area tourist integration in Sulawesi Province can be done by: (a) developing the number and quality of facilities and infrastructure; (b) Development of arrangements for diversification of tourist destinations; and (c) data and information development. Integrated tourism development in Southeast Sulawesi requires

collaboration between the government, local communities and tourism industry players to achieve sustainable and inclusive goals. The strategy and concept of integrated tourism development in Southeast Sulawesi Province in Southeast Sulawesi is a stabilization strategy (WO), namely taking advantage of opportunities related to the existence of tourist destinations that are very attractive and have the potential to be developed in several regions as well as correcting weaknesses in tourism management which so far have not been integrated and integrated regarding the development of tourist facilities and infrastructure, institutional tourist attractions and promotional activities.

Keywords: Integrated Tourism, Regional Original Income, Community Economy

INTRODUCTION

Sustainable development on actually addressed for look for equality development between generation neither on period now nor in Century coming (McCowan, 2019). Sustainable development aim for increase well-being society and for fulfills need aspiration funds man. Policy development must always stand on How push growth high economy, expansion field work, alleviation poverty And distribution equal income. For reach objective that, development must held in a way planned, gradual and sustainable in a way keep going continuously without end (Mentang et al., 2020).

The regional government of Southeast Sulawesi Province needs strategic policies to ensure the implementation of development programs that are appropriate to the real conditions of the region (Surya et al., 2020). Based on the Law on the National Development Planning System and Regional Government, regions have the authority to prepare regional development plans as part of the national planning system (Sukarno et al., 2024). The Southeast Sulawesi Province Regional Development Plan (RPD) for 2024-2026 is a reference for developing regional development strategies, directions and programs, including the development of the tourism sector.

Southeast Sulawesi Province integrates tourism development plans in accordance with the National Tourism Development Master Plan (RIPPARNAS) and the National Tourism Destination Master Plan/Integrated Tourism Master Plan (RIDPN/ITMP). Through this program, the regional government aims to improve institutional capacity, accessibility, community participation and investment climate in sustainable tourism development.

Despite experiencing an increase in tourist visits after the COVID-19 pandemic, the tourism sector in Southeast Sulawesi has not made a significant contribution to the regional economy (Tilaar, 2020). The potential of the tourism industry needs to be increased by paying attention to business diversification, community skills in exploiting local potential, and managing natural and cultural conditions.

Tourism development in Southeast Sulawesi must be in line with the development of other economic sectors to achieve synergy in regional development (Tambuh et al., 2020). This requires improving the quality of human resources, development of public infrastructure, and regional spatial planning that supports tourist access and sustainable environmental management.

The research was conducted to optimize the development of integrated tourism areas, obtain a management model for managing tourist destinations, and formulate an integrated tourism development strategy in Southeast Sulawesi Province, with the hope of significantly increasing tourist visits and the community's economy.

RESEARCH METHODS

This research was carried out in several areas in Southeast Sulawesi Province , by taking the research object of integrated tourism development in order to increase tourist visits and the community's economy. The regencies/cities that are the research locations are Bau-Bau City, North Konawe Regency, Bombana Regency and Kolaka Regency. The reason for choosing this research area is because it has great potential for development.

The city of Bau-Bau, with its rich history and cultural heritage, presents great opportunities for integrated tourism development. In North Konawe Regency, the main focus is on developing community-based tourism which prioritizes local wisdom and management of natural resources, such as beaches and forests, which is carried out in a sustainable way. Bombana Regency, emphasis is placed on exploring natural tourism potential and biodiversity. In Kolaka, an integrated tourism approach includes the development of historical and cultural tourist destinations as well as the development of natural tourism.

Research data collection was carried out directly by the research team assisted by enumerators (field assistants) . The research sample was determined as respondents as well as informants based on time utilization , cost allocation, and representation of each research area. So the number of research respondents who are considered representative representing related agencies, tourism actors (Hotel/Villa/Inn/Restaurant/Travel Owners and tour guides) for use in this research is 132 respondents .

The data collection method was carried out through a quality field survey, and then supervision was carried out by the research team, including conducting interviews and data entry by enumerators. The things that must be done by the research team when conducting field survey supervision are:

1. Witnessing; observe the progress of the survey. The aim is to ensure whether the interview conducted by the enumerator is correct and that the respondent understands what the surveyor is asking.
2. Check the completeness of the answers to each questionnaire which contains information from the relevant agencies regarding the data required in this research.

The data analysis method in this research consists of descriptive analysis and quantitative analysis. Descriptive analysis was carried out by presenting a general description of the respondents through a frequency distribution table which includes variables such as age, gender, highest level of education and occupation. Category scores from the questionnaire are used as a basis for explaining research variables, using certain formulas to determine new assessment criteria. The scale range of descriptive analysis results is divided into five assessment categories, ranging from very bad to very good.

Next, quantitative analysis was carried out using the Partial Least Square (PLS) method to process the data collected from the questionnaire. PLS is a powerful analysis method because it does not require data assumptions with certain measurements and can be applied to all data scales without requiring many assumptions or large sample sizes. The purpose of the PLS model is to assist researchers in obtaining latent variable values needed for prediction purposes.

Thus, a combination of descriptive analysis and quantitative analysis is important in this research to provide a comprehensive picture of the data collected and to produce predictable results from the latent variables studied. Descriptive analysis provides an initial understanding of the characteristics of respondents and research variables, while quantitative analysis using the PLS method helps in processing data in more depth to achieve the desired prediction goals.

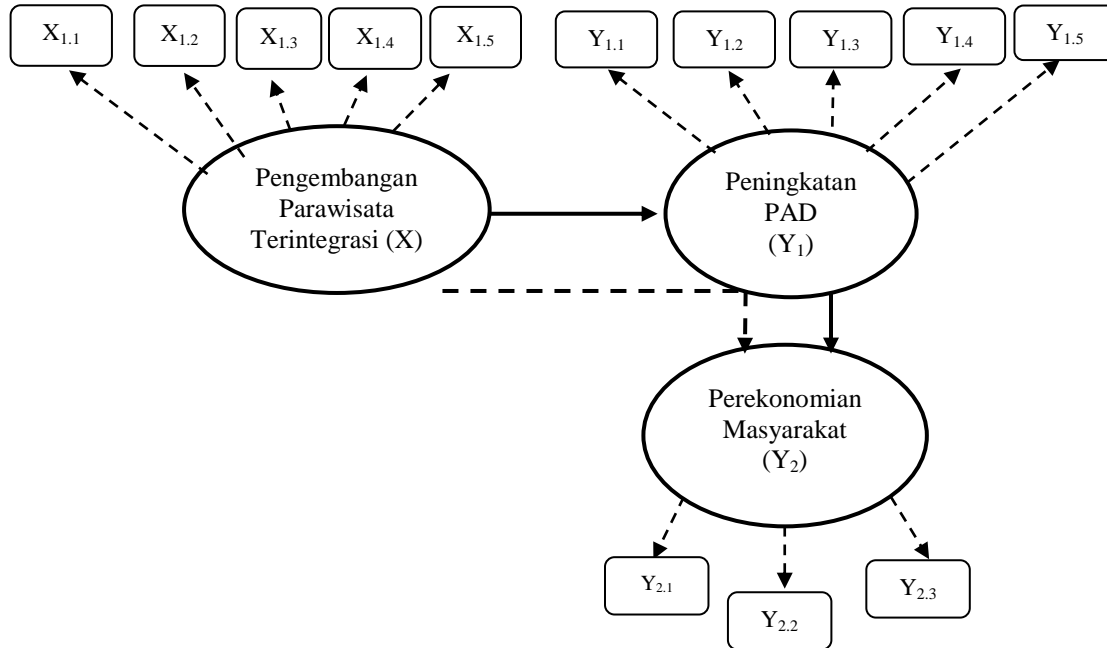


Figure 1 Path Diagram

Validity analysis was carried out to ensure the questionnaire used in the research had an adequate level of validity. Validity measurement methods include correlation between question item scores and total variable scores, as well as reading the outer model for convergence and divergence validity. Validity results are determined based on certain criteria such as item loading and composite reliability.

SWOT analysis is used to identify strengths, weaknesses, opportunities and threats in integrated tourism development. This technique allows researchers to evaluate the actual conditions of areas such as North Konawe Regency, Bombana Regency, Kolaka Regency, and Bau-bau City in Southeast Sulawesi Province, as well as formulate policy strategies based on IFAS and EFAS analysis.

The operational concept of research variables includes integrated tourism development, increasing Regional Original Income (PAD), improving the community economy, and the definition of tourists. This is important to understand the meaning and purpose of the variables studied in the context of regional tourism and economic development in Southeast Sulawesi Province.

RESULTS AND DISCUSSION

Development Optimization Region Tourist Integrated in Southeast Sulawesi Province.

Several regional tourism areas in Southeast Sulawesi are far apart, but this is not the case supported by access and connecting transportation facilities adequate. So an integration concept is needed for its development (Marlina & Natalia, 2017). In developing tourism with this integration concept, it is necessary to know what factors influence it. So this research was conducted to identify influencing

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factors optimizing integrated tourism development in several tourist areas in districts/cities in Southeast Sulawesi, by conducting in-depth interviews with selected stakeholders. Then content analysis was carried out on the results of the interview transcripts to explore the factors that influence the development of integrated tourism in the research area, namely North Konawe Regency, Bombana Regency, Kolaka Regency and Bau-Bau City. Results of this research indicates that the 3 (three) main factors that can optimize integrated tourism development in Southeast Sulawesi Province are as follows.

Development of the Number and Quality of and Infrastructure

The condition of facilities and infrastructure in tourist areas in several districts/cities in Southeast Sulawesi Province is still inadequate to support growing tourism development (Anggraini & Syahrir, 2024). Lack of awareness and cooperation of local communities, as well as minimal attention from local governments are the main factors causing this. The current facilities and infrastructure do not meet tourism quality standards due to lack of attention and investment from the private sector, so that most of them are poorly maintained and have not been used routinely by local governments.

The results of interviews with tourists also show that the lack of adequate facilities in tourist areas is caused by a lack of attention from the government and society. The inadequate condition of facilities and infrastructure is an obstacle in developing integrated tourism in Southeast Sulawesi. Therefore, there needs to be serious attention from the government and active community participation in improving facilities in tourist areas to support better and more sustainable tourism development.

Development of Structuring and Diversification of Tourist Attractions

Southeast Sulawesi Province, famous for its natural beauty, coastlines, cultural diversity and historical sites, has great potential for tourism development through diversification of destination products (Abdinagoro & Hamsal, 2019). This effort aims to provide alternative destination choices according to tourist needs. One form of diversification that has emerged is the use of arts and culture as the main element in tourism promotion through various regional and national events. However, local governments face obstacles in developing tourism because this sector is not their main focus, but they are still trying to diversify to attract tourist interest.

Diversification of tourist destinations in Southeast Sulawesi includes various innovations, such as the development of tourist villages with unique structures and culture, the development of diamond triangle tourist destinations that showcase the natural beauty of the sea, and the preservation of historical sites of the Button kingdom. Even though these steps attract tourist interest, the synergy between relevant stakeholders and event and cafe management is still less than optimal. The Regional Tourism Office hopes that there will be a solution related to funding the development of diversification of tourist destinations through APBD and APBN allocations as well as seeking sponsorship funds from investors.

Development of Data and Information Access

The use of information technology, especially the internet, has become an important factor in the development of tourism in Southeast Sulawesi Province (Djawa, 2023). However, the tourism information system in the region is still not fully integrated, causing information on tourist destinations to be partial for each district/city. Therefore, to meet tourists' information needs effectively; the idea

has emerged to develop a web-based application that uses a search engine, which can make it easier to search for tourism and related information in the Southeast Sulawesi region.

It is hoped that the development of an integrated web service application in several districts/cities in Southeast Sulawesi Province can become a complete and updated information base for tourists (Islahuddin et al., 2021). This application will provide data related to tourist facilities, tourist destinations, data on tourist visits, and other information, making it easier for visitors to search for tourist attractions, accommodation, culinary tourism, transportation, and maps of the Southeast Sulawesi region.

This tourism information system with web applications will be used later for the general public who want find tourist areas easily. Such as the existence of the Bau-Bau City tourism website <https://visitbaubau.baubaukota.go.id/> , the North Konawe Regency tourism website <https://visitkonutkab.wixsite.com/explore-konaweutara/destinasi> , the Kolaka Regency tourism website <http://dispar.kolakakab.go.id/beranda/cepat/wisata#> and the Bombana Regency tourism website <http://wisata.bombanakab.go.id/> as well as several district/city websites in Southeast Sulawesi. The tourist menu display displays tourist results searched from search engines. The tourist page has a description menu, lodging, culinary, transportation, and maps makes it easier for someone to find information in the tourist menu.

Development of a Management Model for Tourism Destination Management to Increase PAD and Community Economy

The tourism management model should be based on everything related to tourism, including entrepreneurs of tourist attractions and tourist attractions as well as businesses interested in this business sector (Kompula, 2014). For this reason, tourism management must refer to management principles that emphasize the values of preserving the natural environment, community and social values that enable tourists to enjoy their tourism activities and benefit the welfare of the wider community. To develop a management model for managing tourist destinations in order to increase local revenue and the community's economy, a model test that can be proven empirically is first carried out accompanied by an analysis of field facts that occur in the research area. The analysis results from the influence test between variables can be explained as follows.

Analysis of Tourism Development That Can Increase PAD in Southeast Sulawesi Province

Tourism development in Southeast Sulawesi Province has a positive and significant impact on increasing local revenue (Mananeke, 2016). Factors such as the development of tourist attractions, services to tourists, and preservation of resources are key in increasing tourist visits and the contribution of the tourism sector to the regional economy. Tourism development on Labengki Island, Bau Bau City Palace, and the Tamborasi River destination in Kolaka shows that community empowerment efforts and environmental sustainability are priorities.

The development of an integrated tourist area in Southeast Sulawesi implements policies that facilitate coordination between agencies and involve local communities (Rizal, 2021). This approach strengthens the promotion and management of natural tourism, culture and culinary creativity as unique regional values. The existence of Pokdarwis and efforts to empower local communities are key in explaining and empowering tourism potential by maintaining local wisdom.

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The development of tourist attractions that utilize the uniqueness of local culture is the main attraction for tourists. Through traditional events at the Palace and the diversity of regional culinary specialties, Southeast Sulawesi has succeeded in attracting the interest of domestic and international tourists. Apart from that, the existence of an international circuit and national promotion of rowing competitions also supports an increase in tourist visits.

Services to tourists, including providing special foods and facilities such as hot springs, are an important part of enriching the tourist experience in Southeast Sulawesi. Apart from that, the development of integrated transportation also facilitates access to various tourist destinations in the region.

Government support and legitimacy for tourism development in Southeast Sulawesi is important to increase the income and welfare of local communities. Through a sustainable and community-based approach, tourism in this area can continue to develop as a potential economic sector.

Analysis of Tourism Development That Can Improve the Economy of the Regional Community of Southeast Sulawesi Province

Tourism development in Southeast Sulawesi plays an important role in economic development and community welfare (Hampton & Jeyacheya, 2015). Through various local economic sectors such as homestay accommodation, culinary, transportation and retail, people's income can increase and the unemployment rate can decrease. This area is rich in natural resources that have the potential to be developed into tourist destinations, such as the Palace Fort in Bau-Bau City, Labengki Island, Wawolesea hot springs, and Taipa Beach in North Konawe Regency.

Even though it has great potential, efforts are still needed to introduce Southeast Sulawesi tourism destinations to the outside world. This can be done through the establishment of tourism promotion bodies, collaboration with the private sector, and the implementation of partnership schemes between the government and the private sector. Development of tourism infrastructure, connectivity between regions and security also need to be considered.

Integrated tourism development in Southeast Sulawesi will not only increase regional foreign exchange earnings, but also create jobs and stimulate overall economic growth. Support from local governments through infrastructure development, security guarantees and partnerships between sectors are expected to encourage economic growth and reduce unemployment.

Apart from that, small and medium industry players (IKM) in this area also play an important role in tourism development. With support from the government and the use of information technology, they can expand the tourism market and increase promotion of their products through social media. Social media campaigns and the use of souvenirs with special trademarks can also increase the attractiveness of Southeast Sulawesi tourist destinations.

Analysis of Increasing PAD That Can Improve the Economy of the Regional Community of Southeast Sulawesi Province

The increase in Regional Original Income (PAD) in Southeast Sulawesi Province is related to visitor arrivals, foreign exchange earnings and the tourism sector. Large events organized by provincial governments increase tourist visits, both local and international. Tourism is the main driver of regional

economic development by providing economic opportunities to various groups of society, including the less fortunate.

The role of local government is very important in developing tourism destinations. There are four main factors that must be considered in developing an area as a tourist destination, namely tourist attractions, facilities, infrastructure and transportation. The role of hotels is also important in determining the success of a region's tourism system.

Tourism in Southeast Sulawesi has a strategic role in improving the economy through increasing foreign exchange earnings and PAD. Apart from that, the tourism sector also provides employment opportunities and improves community welfare. Tourism is a related system that supports each other, with the role of tourists as the main driver who also supports the creative economy sector, culinary industry and handicrafts. Thus, tourism development in Southeast Sulawesi has the potential to reduce poverty by absorbing local workers.

Analysis of the Role of PAD which mediates tourism development towards improving the economy of the regional community of Southeast Sulawesi Province

Increasing tourist visits in Southeast Sulawesi Province must be focused on five main indicators, with tourism competitiveness being the dominant factor. The local government continues to create a stable development strategy to support increased tourist visits, with a focus on developing infrastructure and good tourism services.

The role of the tourism sector in the GRDP of Southeast Sulawesi Province is growing and cultural and creative economic approaches are expected to be able to improve the tourism-based economy. Regional buffer areas such as Bau-Bau City and Kendari City need to have facilities such as hotels, restaurants and adequate transportation networks to support tourism growth.

The regional government of Southeast Sulawesi is increasingly paying attention to the potential of tourism as a significant source of income and influence on the regional economy. Tourism in this area provides great benefits, including increasing local revenue (PAD) and reducing poverty through developing the creative economy.

Tourism growth in Southeast Sulawesi can be seen from indicators of tourist visits, GRDP growth and labor absorption. It is hoped that improving tourism infrastructure and good access to information can optimize integrated tourism development in all regions of Southeast Sulawesi Province, which will ultimately increase PAD and the economic performance of local communities.

Based on the results of the analysis of the influence between researches variables which have been tested based on field facts in the research area, a tourism management model can be developed to increase PAD and the community's economy, which can be seen in Figure 2 as follows:

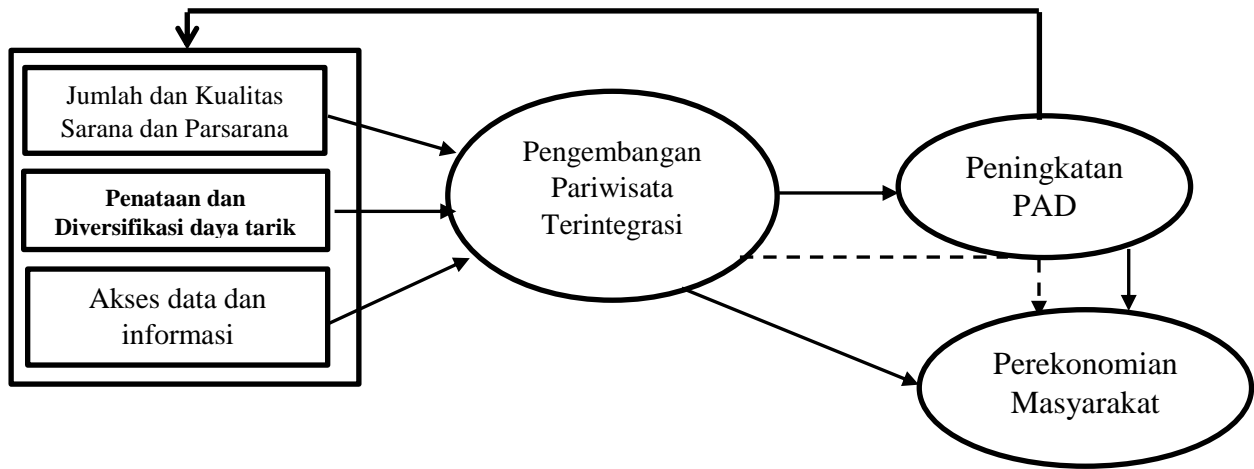


Figure 2 Management Model for Tourism Destination Management

Strategy and Concept for Integrated Tourism Development in Southeast Sulawesi Province

Strategy integrated tourism development which is conducted can increase tourist visits and the community economy in Southeast Sulawesi is a stabilization strategy (WO). Integrated tourism development is carried out by improving the weaknesses in tourism management that have been carried out by local governments, entrepreneurs in the tourism sector together with local communities in managing tourism activities.

Strategies that should be formulated for integrated tourism destination development include:

1. Facilitate the development of national tourism destinations that focus on advocating forms of tourism by establishing tourism designated areas, supporting the preparation of location plans and detailed designs of regional tourist destinations;
2. Building other public facilities in many tourist destinations together with tourism stakeholders;
3. Improving the image of tourism being developed in Southeast Sulawesi.
4. Institutional reform of tourist destination management organizations (Destination Management Organization).

On the other hand, the strategies that have been formulated to be developed in the form of development in the form of the tourism industry include:

1. Development of local community-based tourism businesses;
2. Facilitating Investment Support from the tourism sector;
3. Facilitate the development and improvement of local workforce skills in the tourism industry; And
4. Increasing the development of attitudes and mentality of local residents to be more tourist friendly.

Institutionally, it is a strategy that should be implemented by the regional government of Southeast Sulawesi Province in order to develop institutions tourism is:

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1. Coordinate with tourism HR providers such as universities and educational institutions in the tourism sector;
2. Increasing the capacity and quality of tourism education institutions, expanding majors and interests and building tourism schools;
3. Contribute to and maintain the quality of tourism education.

Based on the identification of weaknesses and opportunities faced in terms of integrated tourism development in Southeast Sulawesi, the strategy can be taken include:

1. Carrying out tourism development and development that focuses on several strategic areas.
2. Providing facilities and infrastructure for developing tourist attractions in tourist areas according to needs.
3. Opening access to services for tourists visiting tourist areas.
4. Carrying out periodic national and international scale tourism development programs.

Integrated Tourism Development Strategy Output

The wealth of potential and natural resources in Southeast Sulawesi opens up opportunities for tourism development in several districts/cities in this region to develop the tourism sector. Technological advances and also the impact of large urbanization have attracted urbanites to city centers to earn a living. As a result, many city people are involved in a tense atmosphere or experience stress. One escape is to do recreation or take a vacation at tourist attractions. Southeast Sulawesi Province is one of the regions that have great potential in the tourism sector, which generally takes the form of natural tourism, cultural tourism, beach tourism, culinary tourism and village tourism. Judging from the sample of regions that are the research area and based on the results of the strategy output using SWOT analysis, Southeast Sulawesi Province is expected to be able to develop the tourism sector to support environmentally sound and sustainable economic development by doing the following:

1. City districts which have superior tourism potential.
2. Creating a clean, green and well-organized regional environment through the implementation of environmentally sound tourism development based on local wisdom.
3. Creating a tourism destination that is able to meet the recreational needs and develop the potential of regional communities which can attract more tourists to visit Southeast Sulawesi.
4. Creating a tourism industry structure that is able to contribute to driving the local economy and creating a clean and green environment on a sustainable basis.
5. Develop integrated and responsible tourism marketing in an effort to make Southeast Sulawesi Province a tourist destination much sought after by domestic and foreign tourists.
6. Creating a strong institutional system and competent human resources in effective planning, management and control of tourism development so that tourism is able to make a major contribution to the regional economy.
7. Building a conducive investment climate for creative tourism development that is environmentally friendly while still paying attention to local regional wisdom.

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In order for integrated tourism development in Southeast Sulawesi to be implemented at the regional level in district/city areas that have superior tourism potential, it is hoped that the Southeast Sulawesi Provincial Government through the Sulawesi Provincial Tourism and Creative Economy Office in coordination with all Tourism Offices, The Department of Industry and Trade, the Regional Communication and Information Service in districts/cities carry out the following development strategies in the tourism sector:

Tourism Industry Development Strategy

Southeast Sulawesi Province should develop an integrated tourism development strategy that focuses on industrial development as follows:

1. Developing a creative tourism business identity through creating a unique regional atmosphere and good service to tourists and potential tourists who will visit this area.
2. Increasing the competitiveness of tourism businesses through developing environmentally friendly and community-based products in the form of regional souvenirs by developing regional specialty handicraft industries.
3. Develop a tourism business operational management system that is integrated with other tourist areas by developing air, sea and land transportation which makes it easier for tourists to reach tourist areas easily.
4. Develop incentive and incentive mechanisms for entrepreneurs in the tourism sector who implement tourism business standards and standards environmentally friendly and community-based operations.
5. Increasing the development of community creative industries through incentives and product development, management of creative tourism programs, as well as marketing of creative tourism products and programs for the development of tourist villages.
6. Strengthening the identity of creative industry centers to be developed as creative tourist attraction in the form of a regional culinary industry .
7. Strengthening the production and distribution chain between creative small industries and medium and large tourism industries in order to realize fair tourism.
8. Develop high-performance partnership programs between community creative industries and regional tourism businesses in several districts/cities that have superior tourism potential.
9. Increasing the competitiveness of service quality through developing standards for advanced and independent tourism businesses.
10. Make collaborative efforts with various tourism industry players in creating packages and selling tourism products that can be sold to tourists.
11. Make efforts to improve the quality and diversity of tourism business products, especially in the production activities of various types of regional specialty food preparations.
12. Make efforts to improve the quality of tourism business products through standardization of Balai POM and halal certification from MUI.

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13. Efforts to increase information technology capacity in tourism businesses through promotional activities on website-based social media.
14. Create guidelines and regulations regarding the environmental and socio-cultural impacts of organizing tourism businesses so that tourism development remains environmentally friendly.

Tourism Destination Development Strategy

Developing an integrated tourism destination development strategy should focus on destinations that attract tourists through the following efforts:

1. Make market analysis for promotion and marketing of regional superior tourism objects so that they are more widely available to prospective tourists.
2. Efforts to increase the use of information technology in tourism marketing by using the services of well-known YouTubers, vloggers and influencers.
3. Develop a tourism promotion cooperation network, especially in provinces that are superior in developing the regional tourism sector, such as Bali Province, West Nusa Tenggara Province, DI Yogyakarta Province, Bandung City and other areas.
4. Carry out regional tourism promotions nationally and abroad in order to attract more tourists to visit Southeast Sulawesi.
5. Development of regional tourism statistics to monitor data on the development of regional tourists visiting several tourist destinations as material for evaluating the increase in tourist visits.
6. Strengthening the image of regional tourism on a local, regional and international scale through organizing various national events held in Southeast Sulawesi.
7. Strive to strengthen the main market and expand the potential tourism market in several districts/cities in Southeast Sulawesi which have leading tourist destinations nationally.
8. Create thematic packaging for tour packages and events in order to increase the competitiveness of special interest tourism products and the variety of tourism products developed by local governments in collaboration with the private sector.
9. Efforts to develop marketing strategies based on responsible marketing carried out by local governments and tourism actors integrated with transportation, travel, hotel and restaurant entrepreneurs.
10. Increase the use of information technology in cross-sectoral tourism marketing and promotion in order to expand the promotional network at a wider level.

Tourism Institutional Development Strategy

An integrated tourism institutional development strategy should focus on strengthening regional tourism management through the following efforts:

1. Improving the quality of procedures and services in regional tourism investment by collaborating with investors in investing in the tourism sector.
2. Activate tourism driving groups, especially in strategic tourism development areas.

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3. Develop training and certification programs in the field of regional tourism planning, management and control.
4. Improving cross-sector coordination in tourism development by establishing cooperative relationships in regional tourism development with other OPDs such as the Tourism Office, Industry and Trade Service, Regional Communications and Information Service and Cooperatives and SMEs Service.
5. Strengthening cooperative relations between government, private sector and society through partnership efforts.
6. Improving the competency and quality of government human resources in terms of tourism development by means of comparative studies to regions with advanced tourism sectors.
7. Efforts to improve the quality and quantity of human resources in tourism supporting industries such as air, sea and land transportation routes.
8. Strengthening the role of the Regional Tourism Office through a model of developing cooperation with tourism industry players.
9. The realization of standardization and certification for regional tourism industry human resources and tourism personnel in Southeast Sulawesi Province.

Based on the development strategy that will be carried out, an assessment of tourism readiness in Southeast Sulawesi is also needed, namely through 3A, namely Accessibility, Amenities and Attractions. Accessibility is assessed by tourists to reach tourist destinations (DTW) in Southeast Sulawesi. Amenities are considered to support tourism activities such as hotels, restaurants and entertainment. Readiness of amenities related to comfort and convenience for tourists visiting Southeast Sulawesi tourist destinations. Lastly, there are attractions that can attract tourists, especially DTW which emphasizes its natural charm. In general, tourist attractions in Southeast Sulawesi do not meet 3A, as a result there is a lot of beautiful tourism potential but it has not attracted the attention of tourists. This is what the government must pay attention to in improving the tourism industry in Southeast Sulawesi.

CONCLUSION

Based on the research results, there are several important conclusions that can be drawn for tourism development in Southeast Sulawesi Province. First, optimizing the development of integrated tourism areas requires attention to improving facilities, infrastructure, diversifying tourist destinations, and managing accurate tourism data. Second, integrated tourism development requires collaboration between the government, local communities and tourism industry players, while a stabilization strategy is the right approach to exploit existing tourism potential. As a suggestion, it is recommended to improve the quality of human resources, develop tourism in stages, promote tourism through information technology, and improve overall tourism management by involving all stakeholders.

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