

Interregional Linkage of Local Commodities for Tourism (Case Study of Wakatobi and Its Supported Area in Southeast Sulawesi)

Dhanik Puspita Sari¹, Willy Arafah², Nurbaeti³, Jajang Gunawijaya⁴, Vitria Ariani⁵
{puspitasaridhanik@gmail.com¹, willy.arafah@gmail.com², nurbaeti@stptrisakti.ac.id³,
j_gunawijaya@yahoo.com⁴, vitria@berbangsa.org⁵}

Bogor School of Tourism¹, Trisakti School of Tourism^{2,3}, Indonesia University⁴, Berbangsa Foundation⁵

Abstract. One of the ten priority tourism destinations set by the Indonesian government for development is Wakatobi. Tourist numbers will increase and require a large supply to support tourism activities, especially for fulfilling food and beverages which require a sufficient supply of local commodities. The purpose of this study is to identify future demand. The magnitude of the demand for the commodities needed require interregional linkages to fulfill the needs. The results obtained from the studies that in the future demand will increase, in line with the increasing number of tourists and not be followed by a sufficient supply of available commodities so that inter-regional linkages in fulfilling supply can be attempted KSPN Wakatobi and KPPN Bau-Bau and its surroundings in a form of cooperation, and also possible with areas outside Southeast Sulawesi.

Keywords: Interregional Linkage; Tourism Supply; Tourism Demand

1 Introduction

It is undeniable that tourism is an economic driver and provides various kinds of jobs in many countries [1], this is also included in Indonesia. The contribution of tourism was USD 11.2 billion in 2014 to USD 19.3 billion in 2018 in terms of the country's foreign exchange earnings [2]. In ASEAN, in 2019, there were 138 million tourists who made tourist trips [3]. Wakatobi is in Southeast Sulawesi Province. Geographically, in 1996 Wakatobi was designated as a national park and in 2003 it was designated as a district which was a division of Buton Regency [4]. and designated as one of ten priority tourism destinations (Tourism Priority Destinations - DPP) [5]. The name Wakatobi is an abbreviation of four islands: Wangi-Wangi Island, Kaledupa Island, Tomia Island, and Binongo Island.

The Bau-Bau National Tourism Support Area (KPPN) (consisting of Bau-Bau City, Buton Regency, South Buton Regency, and Central Buton Regency) geographically is the closest KPPN that can be reached from the Wakatobi National Tourism Support Area (KPPN). The possibility of supply linkages can be made from this area, and this is the main reason for conducting this study in order to achieve positive contributions economically, socio-culturally and in environmental preservation can be obtained both for the state, the region and the local community. as well as to determine the number of tourists and the need for commodities. supply of local commodities that cannot be met can be met from any area to get certainty of the supply of the needed commodities.

2 Literature Review

2.1 Interregional Linkage

In tourism, collaboration has various names such as partnership [6], working together [7], netting, linkage (Wäsche & Woll, 2010) and organization partnership [10]. Even though the names are different, all the terms that exist are forms of Inter-Regional Cooperation. The regional autonomy policy makes local governments make every effort to be able to seek Product Domestic Bruto (PDB) so that they can advance their regions [11] and improve the welfare of the surrounding community. In Indonesia, the relationship between regions is very close because it is in the form of an archipelago with many islands and seas. Linkages between regions are motivated by problems that cannot be resolved by one local area of the region so inter-regional linkages arise in the form of inter-regional cooperation to achieve common goals [12]. Articles 363 to 369 in Law No. 23 of 2014 concerning regional autonomy provide freedom in carrying out cooperation between regions in the form of collaboration to fulfill commodity supply for Wakatobi. Collaboration is an effort of stakeholders who are concerned about achieving a common goal [13].

2.2 Tourism Demand and Supply

Tourism demand is measured by the number of tourist arrivals. In determining the operational strategy of the tourism industry, it is required to know who and how many tourists will visit. On the other hand for the local government, knowing tourism demand will help in determining the direction of development, policy making, and prioritizing infrastructure needs [14]. Availability and improvement of jobs, infrastructure, services, and promotions that are sustainable and environmentally based for tourists, stakeholders, and local communities (Andereck & Nyaupane, 2011; Fu et al., 2020). Investment considerations are also obtained from tourism demand [18] so that the policies taken can be more appropriate and can provide benefits [18]. Besides tourist number of visits, characteristics, preferences, trends, and travel patterns [19] will become an accurate benchmark [18] in setting up the tourism development plan.

Tourism supply refers more to the availability of goods or services and investment output needed by tourists [20] which consists of the availability of transportation, accommodation, human resources, infrastructure and needs fulfillment factors [19]. Supply needs will depend on tourist demand. With the greater number of tourists, the demand and the supply must also be increased. Tourism supply is divided into goods and services consumed (accommodation, food and drink, transport, vehicle rent, travel agent and reservation service, souvenirs, beauty, health, etc) and capital goods. The leading commodities in the Sulawesi region are agriculture, plantations, and fisheries [21] and many tourism supplies related to local commodities as raw materials are in the fulfillment of food and beverages, beauty and health and accommodation.

3 Methodology

The study locations are at the Wakatobi KSPN and the Bau-Bau KPPN and its surroundings. conducted in June, July, and August 2022 with a qualitative descriptive study approach [22]. Data collection was carried out by conducting observations, interviews, and also Focus Group Discussions involving local governments (plantations, agriculture, fisheries, tourism, MSMEs, and Regional Revenue Agencies), Associations (PHRI and ASITA), NGOs,

and local communities. The data is then analyzed by triangulating data and sources for validity purposes [23] with a tide process of selection [24].

4 Result and Discussion

4.1 Demand of Tourism

The number of tourist visits means everything. Without tourists, there will be no tourism activities [25]. It appears in the Regional Tourism Development Master Plan. The projected number of tourist visits to Wakatobi is as follows:

Table 1. Realization Figures and Local Government Targets for Tourist Visits

		2016	2017	2018	2019	2020
International Tourists	Realisation	7.820	7.020	6.997	5.764	415
	Target	7.850	7.950	8.000	8.500	12.000
National Tourist	Realisation	14.560	20.419	22.411	23.093	3.096
	Target	14.550	19.850	21.000	26.500	33.000

Source: Tourism and Creative Economy Office 2020 and RIPPDA Wakatobi 2016 in Bappenas, 2022.

Table 2. Tourist Targets in Ripparda Wakatobi Regency 2016-2025

Target		2016	-----	2021	2022	2023	2024	2025
International Tourist	Optimistic	7.995	-----	33.274	44.254	58.858	78.281	104.113
	Pesimistic	7.176	-----	22.789	28.715	36.180	45.587	57.440
National Tourist	Optimistic	18.848	-----	97.798	135.940	188.956	262.649	365.082
	Pesimistic	17.256	-----	71.811	95.508	127.026	168.944	224.696

Source: Regional Regulation No. 4 of 2017 concerning Ripparda 2016-2025 in Bappenas, 2022.

Development of Wakatobi as a priority destination begins in 2021, while at Ripparda there is a predetermined target number of tourist visits. However, it will end in 2025, and then a projection of the number of tourist visits is needed until 2024. The average growth in tourist visits from 2015 - 2021 is 0.393%. The Covid-19 pandemic has resulted in a drastic reduction in tourist arrivals as can be shown in table 3.

Table 3. Realization Number of Visits by Wakatobi Tourists

Year	Realization Number of Tourist Visits
2015	18,027
2016	22,380
2017	27,439
2018	29,408
2019	28,857
2020	3,511
2021	4,850
Average growth amount 2015-2019 = 13%	
Average growth amount 2015-2021 = 0,393%	

Source: Bappenas, 2022

Table 4 gives us projections for the number of tourist visits until 2024 in two scenarios. That is the scenario with the normal conditions of Covid-19 and the best scenario with accelerated post-Covid-19 recovery driven by various stimuli from the Indonesian government.

Tabel 4. Wakatobi Tourist Visits Projection in 2022-2045

Year	Scenario As Usual	Best Scenario
2022	4.869	5.354
2025	4.927	7.203
2030	5.024	27.151
2035	5.124	102.342
2040	5.225	1.086.285
2045	5.329	11.532.195

Source: Own elaboration, 2022

In calculating the projected number of tourists, the amount of growth projections is determined periodically. In 2022-2025 it will be 10%, then in 2026-2035 it will be added 20% and in the last year period 2036-2042, it will be 30%. So that the total average growth throughout 2022-2045 is 39.12%.

4.2 Supply Local Commodities

Southeast Sulawesi's staple food is corn, cassava, sweet potato, and other tubers. Besides that, the other commodities lie there in the fishery, plantations, vegetables, and fruits. Coconut, cashew, coffee, cloves, cacao, and seaweed can also be found in Wakatobi. The largest fishery commodity is owned by South Buton Regency (34,103.93 tons). For eggs, free-range chicken eggs can be provided by Wakatobi (72,560 eggs) but laying hens' eggs are imported from Bau-Bau City. Even though there are many commodities in Wakatobi, in the future they cannot be provided alone. Fruit and biopharmaceutical commodities produced are still small when compared to Bau Bau City and Buton Regency.

In fact, from the results of the FGDs conducted, some of these commodity items were also imported from outside the region, such as Kendari, and Makassar to the island of Java. The results of interviews and FGDs with stakeholders conclude that meeting the demand for commodities is not only supplied from the Bau-Bau KPPN but also from other areas such as Kendari which is the capital city of Southeast Sulawesi, Makassar in South Sulawesi and the island of Java. Wider than just the buffer zone.

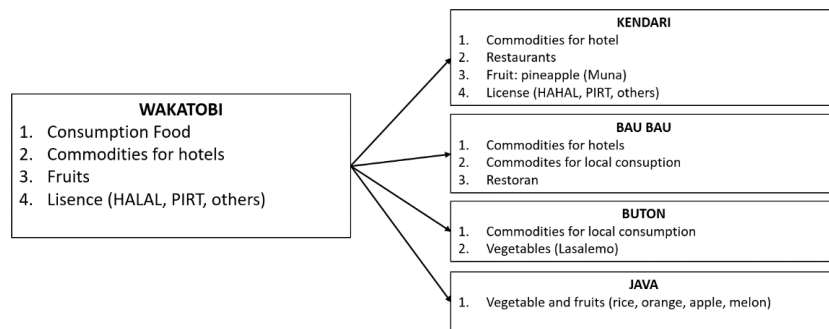


Fig. 3 Wakatobi Source of Commodities

Source: Research data, 2022

The number of visits in 2045 will become 11,532,195 tourists. It is an enormous number for commodities fulfillment. The availability of supply is something that needs to be considered. The shortage of commodity supply can be met by the surrounding buffer zones such as Bau-Bau City, Buton Regency, South Buton Regency, and Central Buton Regency, and also from outside the Bau-Bau KPPN. This makes inter-regional linkages in terms of fulfilling tourist needs should be done immediately.

5 Conclusion

The demand for tourism in the Wakatobi KSPN in the future is very large, and the supply of the necessary commodities cannot be fulfilled alone. Inter-regional linkages in the form of inter-regional collaboration are urgently needed, especially with the Bau Bau KPPN, as well as several other areas such as Kendari, Makassar, and also the island of Java. Commodities such as rice, oranges, and apples are still difficult to grow or find in Wakatobi. The linkages that are forged can form cooperation agreements between the regional agencies involved, both government and private agencies. With this in mind, it is hoped that tourists' needs for commodities will not experience obstacles so that tourism activities carried out will be able to continue to be sustainable and make a direct contribution to the local community in terms of the economy in line with a sustainable environment that is sourced from the cultural roots of the local community.

Acknowledgements. Our deepest thanks go to the National Development Agency (BAPENAS), National Support For Local Investment Climates (NSLIC), and Berbangsa Foundation for providing support during this study.

References

- [1] P. Pahrudin, C. T. Chen, and L. W. Liu, "A Modified Theory of Planned Behavioral: A case of Tourist Intention to Visit a Destination Post Pandemic Covid-19 in Indonesia," *Heliyon*, vol. 7, no. 10, p. e08230, 2021, doi: 10.1016/j.heliyon.2021.e08230.
- [2] Kementerian PPN, "Pedoman Teknis Penyusunan Rencana Aksi - Edisi II Tujuan Pembangunan Berkelanjutan/ Sustainable Development Goals (TPB/SDGs)," *Kementerian. PPN*, 2020.
- [3] UNWTO, "Tourism Data Global And Regional Performance," *unwto.org*, 2022. <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance> (accessed Nov. 30, 2022).
- [4] BPK RI, "Profil Kabupaten Wakatobi," *sultra.bpk.go.id*, 2020. <https://sultra.bpk.go.id/wilayah-pemeriksaan-kabupaten-wakatobi/>.
- [5] Permenparekraf, *Permenparekraf No.6 Tahun 2019*. Indonesia, 2019.
- [6] J. Pansiri, "Collaboration and Partnership in Tourism: The Experience of Botswana," *Tour. Plan. Dev.*, vol. 10, no. 1, pp. 64–84, 2013, doi: 10.1080/21568316.2012.723039.
- [7] S. Hudson, "Working together to leverage film tourism: collaboration between the film and tourism industries," *Electronic Libr.*, vol. 3, no. 2, pp. 165–172, 2011, doi: <https://doi.org/10.1108/17554211111123023>.
- [8] K. Swart and U. Bob, "The eluding link: Toward developing a national sport tourism strategy in South Africa beyond 2010," *Politikon*, vol. 34, no. 3, pp. 373–391, 2007, doi: 10.1080/02589340801962973.
- [9] H. Wäsche and A. Woll, "Regional sports tourism networks: A conceptual framework," *J. Sport Tour.*, vol. 15, no. 3, pp. 191–214, 2010, doi: 10.1080/14775085.2010.513146.
- [10] H. Wäsche, "Interorganizational Cooperation in Sport Tourism : a Social Network," *Sport Manag. Rev.*, vol. 18, no. 4, pp. 542–554, 2015, doi: <https://doi.org/10.1016/j.smr.2015.01.003>.
- [11] D. P. Sari, "Apakah Ada Peranan Aktivitas Wisata Dalam Peningkatan Ekonomi Daerah Di Kota Bogor?," *Barista J. Kaji. Bhs. dan Pariwisata*, vol. 5, no. 1, pp. 12–22, 2018.
- [12] Y. Foeh, "Hubungan Kerjasama Antar Daerah - Perspektif Collaborative Governance," *J. Polit.*, vol. X, no. 2, pp. 79–84, 2021.
- [13] D. J. Liburd, "Understanding Collaboration and Sustainable Tourism Development," in *Collaboration for Sustainable Tourism Development*, J. Liburd., Oxford: Goodfellow Publishers Ltd, 2018, pp. 8–34.

- [14] G. Li and D. C. Wu, "Introduction to the special issue: Tourism forecasting – New trends and issues," *Tour. Econ.*, vol. 25, no. 3, pp. 305–308, 2019, doi: 10.1177/1354816618816809.
- [15] K. L. Andereck and G. P. Nyaupane, "Exploring the Nature of Tourism and Quality of Life Perceptions among Residents," *J. Travel Res.*, vol. 50, no. 3, pp. 248–260, 2011, doi: 10.1177/0047287510362918.
- [16] A. Marzuki, "Resident Attitudes Towards Impacts from Tourism Development in Langkawi Islands, Malaysia," vol. 12, pp. 25–34, 2011.
- [17] X. Fu, J. Ridderstaat, and H. (Chenge) Jia, "Are all tourism markets equal? Linkages between market-based tourism demand, quality of life, and economic development in Hong Kong," *Tour. Manag.*, vol. 77, no. August 2019, p. 104015, 2020, doi: 10.1016/j.tourman.2019.104015.
- [18] G. Xie, Y. Qian, and S. Wang, "Forecasting Chinese cruise tourism demand with big data: An optimized machine learning approach," *Tour. Manag.*, vol. 82, no. October 2019, p. 104208, 2021, doi: 10.1016/j.tourman.2020.104208.
- [19] G. Jatuliavičienė and A. Mačerinskienė, "New Concept of Tourism Product: Matching Supply Aspects," in *7th International Scientific Conference "Business and Management 2012" May 10-11, 2022, Vilnius, Lithuania*, 2012, pp. 373–379.
- [20] E. Siswahto and M. Muryani, "the Impact of Tourism on Economic in North Sulawesi: Input-Output Analysis Perspective," *J. Dev. Econ.*, vol. 5, no. 1, p. 41, 2020, doi: 10.20473/jde.v5i1.17924.
- [21] Badan Perencanaann Pembangunan Nasional (Bappenas), *RPJMN 2020-2024*. Indonesia: Badan Perencanaan Pembangunan Nasional, 2020, p. 313.
- [22] R. K. Yin, "Validity and generalization in future case study evaluations," *Evaluation*, vol. 19, no. 3, pp. 321–332, 2013, doi: 10.1177/1356389013497081.
- [23] J. M. Moreno, L. M. Noguchi, and M. K. Harder, "Understanding the Process of Community Capacity-Building: A Case Study of Two Programs in Yunnan Province, China," *World Dev.*, vol. 97, pp. 122–137, 2017, doi: 10.1016/j.worlddev.2017.04.005.
- [24] K. Xu, J. Zhang, and F. Tian, "Community leadership in rural tourism development: A tale of two ancient Chinese villages," *Sustain.*, vol. 9, no. 12, 2017, doi: 10.3390/su9122344.
- [25] D. P. Sari, "The Process of Making Tempe Benguk as Tourist Attraction in Kulon Progo Yogyakarta," *E-Journal Tour.*, vol. 4, no. 2, p. 78, 2017, doi: 10.24922/eot.v4i2.36399.