

TOURISM PERFORMANCE DEVELOPMENT STRATEGY OF FAKFAK REGENCY (Empirical Study of the Suitability of Resource Potential and Entrepreneurial Readiness of the Tanama Village, Pariwari District)

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Tourism Performance Development Strategy of Fakfak Regency
(Empirical Study of the Suitability of Resource Potential and
Entrepreneurial Readiness of the Community of Tanama Village, Pariwari
District)

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Abstract

(Times new roman, 12 Bold)

The exoticism, nuances and natural beauty are the characteristics of Tanama village, Pariwari district in Fakfak Regency has not been realized and utilized as much as possible by the local community and tourism investors. The purpose of the research is to reveal efforts to prepare a roadmap for the acceleration of tourism development and the creative economy that can be developed by encouraging the improvement of the entrepreneurial performance of the Tanama village community. The research was carried out for 6 months from July to December 2023. Descriptive research method with a combination approach of quantitative analysis. Data was obtained through a direct survey of respondents who had been deliberately determined. The data obtained are given a weight value based on the assessment indicators obtained from the results of the preliminary research. The results of the study are presented in the form of a spider web diagram equipped with illustrations of shift share gap values, Ishikawa diagrams, Pearson correlation analysis, and regression equation models obtained from the SPSS statistical device version 2.3.

Keywords: Tourism, creative economy, Tanama village, Fakfak district

1. Introduction

Tanama Village is one of the main road access roads into the city of Fakfak; from the air route of tourist arrivals to the city of Fakfak. The development, and expansion and construction of the new Siboru airport as a replacement for Torea airport will still have no effect on the existence of Tanama village as a gateway for tourists to enter the city of Fakfak. Moreover, Tanama village is a coastal village with an exotic natural beauty that is very amazing where every day the people of Tanama village can enjoy the beauty of the sunrise from the expanse of the Seram sea, or the sunset behind the hills of Dulan Pokpok village and the sea view that is always calm because it is facing Panjang island. From Tanama village, the community and daily tourists can also be presented with a view of sea traffic on large cargo ships 'sea toll' or Peln KMP Tidar and KMP Nggapulu ships that enter and exit at the Ndari Pihebine port in Fakfak city.

With a small population, efforts to mobilize the village community to build tourism are an economic breakthrough of strategic value. The report (Saepudin et al., 2022) states that the development of tourist villages must be based on the concept of people's core tourism. This means that the local community must benefit greatly from the results of the development of tourist villages. Thus, the development of this tourist village must be carried out by involving the community directly in tourism activities. Community involvement can be in the form of providing tourism services and services. From these activities, the community obtained results that could increase income both economically and socially. Furthermore (Fatmasari & Adi, 2021) reported that basically village funds can be used to develop tourism in the village while still paying attention to development priorities that focus on efforts to empower and improve the welfare of the village community itself. Tourism that develops in the village can drive other economic joints that are much larger.

2. Material and Method

Descriptive research method with a combination of quantitative analysis approach Data was obtained through a direct survey of respondents that had been determined intentionally. The data obtained are given a weight value based on the assessment indicators obtained from the results of the preliminary research. Test the validity and reliability of the data in a gradual and structured manner. The results of the study are presented in the form of a regression equation model obtained from the spss statistical device version 2.3.

2.1 Design Study

The data collection technique was carried out in stages consisting of: initial survey, preparation of research achievement targets, preparation of indicators, and preparation of questionnaires, as well as in-depth interviews with target data sources. In-depth interviews with the target respondents of the study, were also inventoried using a voice recording device.

The sample and research informants are parties who have qualified as candidates to be tested and should be suspected of being strong in meeting the criteria to become research respondents.

2.2 Data Analysis

The source of data is provided directly by collecting directly from the object of distributing the questionnaire to selected respondents in the Fakfak Regency area.

Research data was obtained from interviews using questionnaires. The results of the interview are weighted in the form of numbers on a scale of 1 – 10. Considering that the origin of the data is information obtained from the results of interviews; Then the validity of the data was tested using the triangulation technique. According to (Alfansyur & Mariyani, 2020), (Bachri, 2010), and (Sa'adah, Rahmayati, & Prasetyo, 2022) stated that the triangulation technique is the most effective way to test the validity of data. With the help of this technique, the researcher can convince himself that the data obtained comes from an honest statement or answer. The results of the data weighting can be analyzed using statistical tools to find regression equation models. Through the regression equation, researchers can describe the results of the study and draw conclusions. After compiling the research instrument, the next step is to distribute the questionnaire form online through social media. After obtaining the number of samples, the data was analyzed using SEM PLS using the help of smart pls 3.0.

3. Result

Gap Analysis (*shift share*)

Table 1. Shift Share Analysis of Natural Resource Potential

Variable	Average Score	Standard	Gap
Y = Natural resource performance	7,000	7,000	0
X1 = Village	6,492	7,000	(-) 0,508
X2 = Beach	7,385	7,000	0,385
x3 = Sound	7,820	7,000	0,820

It shows that the Village factor has the highest gap value followed by the Sea and Beach factors. This is a very serious problem, that the coast and ocean should be used as access to improve tourism performance development strategies through the development of tourist sites so that they can increase regional income in Fakfak Regency.

Spider Web Analysis

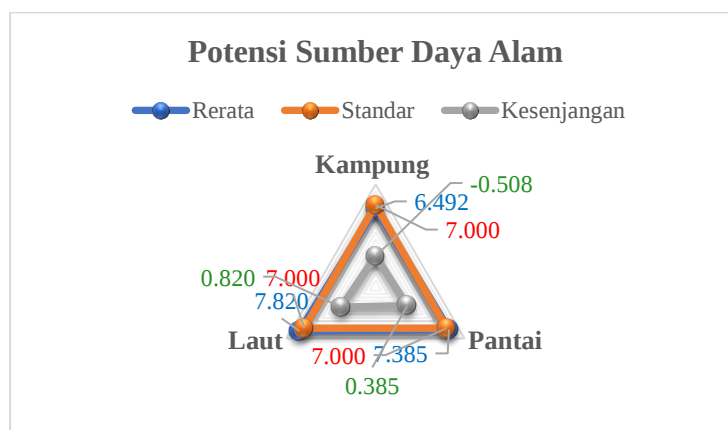


Figure 1. Spider Web Analysis

The village factor with a negative score (-0.508) shows that the existing village variables can still be improved in a faster time so that the integration of tourism performance development can run well because the village factor can be carried out with integrity as expected at the standard value (7,000). The coastal factor with a positive score (0.385) shows that the gap can still be increased in a faster time compared to the village factor gap. The sea factor has the highest positive value (0.820), indicating that the gap can still be increased in a faster time than other factors.

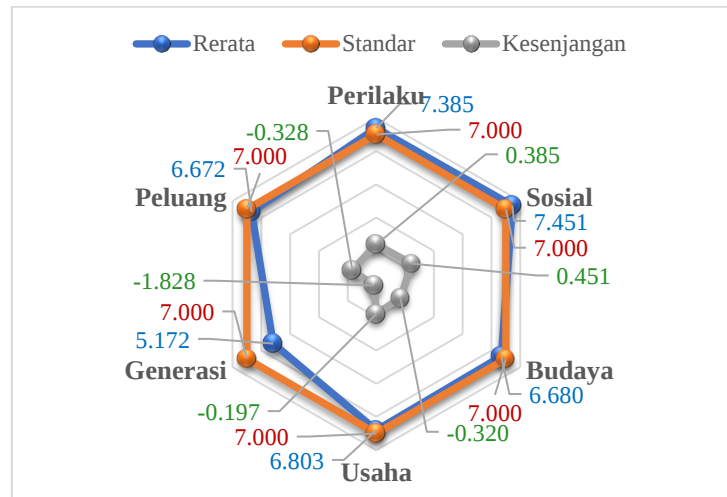


Figure 1. Characteristics of Human Resources

The generation factor with a negative score (-1,828) shows that the existing generation variables can still be improved in a faster time so that the integration of tourism performance development can run well because the generation factor can be carried out with integrity as expected in the standard value (7,000). The Business Factor with the lowest negative score (-0.197) shows that the business factor can still be improved in a faster time compared to the Cultural factor which has a score (-0.320) and the opportunity factor with a score value (-0.328) so that the integration of tourism performance development can run well because the business factor can be carried out with integrity as expected in the standard value (7,000). The Behavioral Factor with a positive score (0.385) shows that the gap can still be increased in a faster time compared to the generation factor gap. The social factor had the highest positive value (0.451), indicating that the gap could still be increased in a faster time than other factors.

Multiple Linear Regression Analysis of Natural Resources Potential Aspects

Table 2. Multiple Linear Regression Analysis of Natural Resources Potential Aspects

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
	B	Std. Error	Beta		
1 (Constant)	6,986	,523		13,347	,000
Kampung	,114	,061	,211	1,877	,063
Beach	-,064	,051	-,135	-1,237	,218
Loud	-,033	,058	-,053	-,565	,573

a. Dependent Variable: Kinerja

The results of the data processing of the Multiple Linear Regression analyst The location aspect will be explained as follows:

$$Y = 6,986 + 0,114X_1 - 0,064X_2 - 0,033x_3$$

- For the Performance variable (Y) has a constant of 6.986, it means that the positive value indicates a unidirectional influence between the independent variable and the dependent variable. The high value of the constant indicates that if all of the X variables below are 0 (zero), then Y on average is 6.986
- For the Kampung variable (X1) has a value of 0.114 if the variable (X1) increases by one unit, then Y will also increase by 0.114 assuming that the other variable is in a constant condition.
- For the Pantai variable (X2) has a value of -0.064 if the variable (X2) increases by one unit, then Y will experience a decrease of -0.064 assuming that the other variables are in a constant condition.
- For the sea variable (X3) has a value of -0.033 if the variable (X3) increases by one unit, then Y will experience a decrease of -0.033 assuming that the other variable is in a constant condition.

Determination Coefficient Analysis

Table 3. Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,172a	,030	,005	,573516

a. Predictors: (Constant), Sea, Beach, Village

From the table above, it can be seen that the R Square is 0.030 or 3%, which means that the ability of the Independent variable to the dependent variable is 3%, while the remaining 97% explains the other variables of this study.

4. Discussion

The development of this tourist village must be carried out by involving the community directly in tourism activities. Community involvement can be in the form of providing tourism services and services. From these activities, the community obtained results that could increase income both economically and socially.

5. Conclusion, Implication, and Recommendation

The results of the study show that in general, the village factor has a positive value, namely being able to improve the strategy of developing tourism performance through the development of natural resource potential so that it can increase income in the Fakfak Regency area. However, it is not balanced with an increase in the allocation of coastal and marine areas so that it has a negative impact on the integration of tourism performance development strategies

in Fakfak Regency. This research contributes to theory, especially in the field of technology acceptance model.

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