

Tourism Hospitality in Mandeh Tourism Development in Pesisir Selatan Regency, WestSumatra

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Abstract: This study aims to analyze tourism services in developing Mandeh Tourism in Pesisir Selatan Regency, West Sumatra Province. Data were collected from 5 interviewed data sources and 93 respondents using a questionnaire. The research method uses qualitative methods as the main method and is supported by quantitative data. Based on this research, an analysis of tourism services in developing tourism is seen from the elements of Hospitality: Community hospitality, communication style, community culture, and events formed by Disparbud. By doing a SWOT analysis to find out what has the potential for tourism services in developing Mandeh Tourism objects in Pesisir Selatan Regency.

Keywords: Analysis, Hospitality, Development, *SWOT*

1. Introduction

The development of tourism in Indonesia continues to increase from time to time, as can be seen from the increasing number of tourists visiting tourist destinations in Indonesia which are famous for their natural beauty, community friendliness, and cultural diversity. At the regional level, this sector is expected to be a support for regional revenues whose future contributions have good prospects.

Tourism is an activity, service, and product of the tourism industry to create new experiences for tourists. According to Law Number 10 of 2009 concerning Tourism, "Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, managers, government and local governments". [1]

Tourism activities cannot be separated from tourism management which aims to provide tourism services, provision, search for objects, attractions, management of tourism facilities, and other management related to the field. In these activities, economic activities occur due to demand from tourists and offers from tourism service providers provided by the community, management, government, and local governments.

Tourist attraction.

Tourism is proven to be able to have a positive impact by changing people's lives and tourism in Indonesia is a natural wealth to be proud of. The State of Indonesia has many tourist objects that can be seen in terms of beauty and customs and are supported by hospitality from the community and Disparbud in the area so as to attract tourists to visit.

According to Spillane (1997) a tourist attraction or destination must include 5 (five) important elements so that tourists can feel satisfied in enjoying their trip, then a tourist attraction must include: attractions, facilities, infrastructure, transportation and hospitality. The friendliness of tourists who are in an environment that they do not know, the certainty of security guarantees is very important, especially foreign tourists. In carrying out tourism development, of course, it cannot be separated from the role of tourism organizations, especially the community and government tourism organizations, namely the Tourism and Culture Office (Disparbud) which has the duties and authorities and obligations to develop and utilize regional assets in the form of tourist objects. [2]

Pesisir Selatan Regency is a regency in West Sumatra which is very rich in natural tourism potential compared to other sectors, the tourism sector in Pesisir Selatan Regency is very prominent because besides being famous for its natural beauty, it is also known for the friendliness of its people, and its cultural diversity.

The uniqueness of this Mandeh tour is that you can enjoy a group of charming white sandy islands in the middle of Carocok Tarusan Bay such as Pamutasan Island, Pagang Island and Persumpahan Island. Mandeh Tourism provides snorkeling, jetski and banana boat activities. In addition, Mandeh tours also feature high jump cliff attractions by local residents and Mandeh tours also feature the Mandeh festival every year. On the way to Mandeh tourism, tourists will be given knowledge about the history of the small islands by a tour guide who accompanies tourists from the top of Mandeh. Mandeh tourist attraction is not only visited by local tourists but also tourists from abroad, especially on holidays. However, the number of visits by local and foreign tourists to these attractions is still relatively small.

Based on direct observation to Mandeh tourist attraction, a tourist attraction that can be developed. However, there are still obstacles found such as: Community hospitality, communication style, community culture, and events formed by the Tourism and Culture Office are still inadequate.

To fix the problem and analyze Mandeh tourism services, the Mandeh tourism object has the potential to be developed as a tourist attraction in Pesisir Selatan Regency later. For this reason, it is necessary to do a SWOT analysis to find out what has the potential for tourism services in developing Mandeh Tourism objects in Pesisir Selatan Regency.

2. Methods

Research on service development at the Mandeh tourism object, Pesisir Selatan Regency, West Sumatra, uses qualitative methods and SWOT analysis. According to Sugiyono (2011: 306) "Qualitative researchers as human instruments, serve to determine the focus of the problem, select informants as data sources, collect data, assess data quality, analyze data, interpret data and make conclusions about it". [3]

This research was conducted by observation, interviews, and documentation. The data sources in this study were the Head of the Youth and Sports Tourism Office of Pesisir Selatan Regency, the Head of Mandeh Tourism Destination Manager, the community recommended by the Mandeh Tourism Destination Manager and tourists.

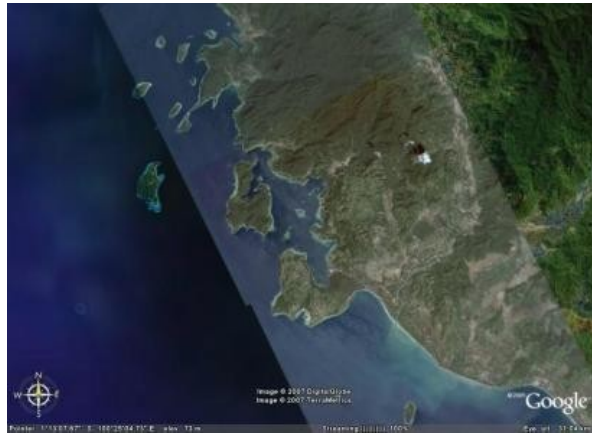
The data analysis technique used is qualitative analysis and SWOT analysis. The qualitative data analysis technique uses the interactive model of Miles and Huberman (1984) in Sugiyono (2011:334) "Activities in data analysis are data reduction, data presentation, and conclusion drawing/verification". Thus, the qualitative data analysis technique includes three lines; reduction, data presentation, and conclusion. In formulating the potential of Mandeh Tourism Destination Development, the researcher identified the strengths, weaknesses, opportunities, and threats using SWOT. Rangkuti (2000:18) suggests a SWOT analysis is: "Identification of various factors systematically to formulate corporate strategy. This analysis is based on logic that maximizes strengths and opportunities but simultaneously minimizes weaknesses and threats. [4],[5]

After conducting a SWOT analysis, the researcher made a SWOT formula that was compiled using the results of the SWOT analysis by combining several indicators contained in the strengths, weaknesses, opportunities, and threats. (Rangkuti, 2011). [6]

This research was obtained from analyzing qualitative data with SWOT analysis and supported by quantitative data related to the analysis of the development of tourism objects in the Mandeh Region in Pesisir Selatan Regency. Qualitative data were obtained by conducting observations, documentation, and interviews with several informants consisting of: 1) Head of the Pesisir Selatan Regency Tourism and Sports Office, Mr. Mawardi Roska, who served as Head of the Youth and Sports Tourism Office, as many as 1 person marked with code A, 2) Head of the Bappeda Department of Pesisir Selatan Regency named Yozli Wakandi, 1 person marked with code B, 3) Head of Mandeh Tourism Manager named Aprinando Imran, 1 person marked with code C, 4) Head of Nagari Mandeh named Mushendri, which is marked with code D, 5) Community leaders who participate in the management of the Mandeh Area Tourism object recommended by the head of the manager because they are considered more knowledgeable about the Mandeh Tarusan Area Tourism object named Em Suryani Tasar who was born in Mandeh Nagari, as many as 1 person marked with code E. 6) Filling out the questionnaire to 93 tourists.

3. Result and Discussion

In Teluk Mandeh there is a tourist area, precisely in the District of Koto XI Tarusan, South Beach which is directly adjacent to the city of Padang. This area is only 56 km from Padang with an area of ± 18,000 ha and takes about 56 minutes. The Mandeh Tourism Area covers 7 villages in 3 nagari with a population of 9,931 people with livelihoods of farming, animal husbandry and fishing. Mandeh area tourism object (Mandeh Resort) is well known both nationally and internationally with foreign investment (Italy), developing a tourist resort known as Cubadak Paradiso. The Mandeh area has even become the main policy destination for the marine tourism sector which is included in the National Tourism Development Master Plan (RIPPNAS).



Picture 1. Mandeh Tourist Destinations



Picture 2. Pulau Setan, Mandeh Region



Picture 3. Scenic Conditions at Mandeh Tourism Destinations

Hospitality

a. Public

Based on interviews conducted by researchers at Tourism Destinations in the Mandeh tourist area with various sources of information, it can be concluded that the attractiveness of the community for the development of Mandeh tourism objects is good, because the surrounding community is very friendly with tourists and can communicate well, this happens because the surrounding community realizes This is because the behavior of the surrounding community affects the progress of tourism objects and the number of visitors each month. With the enthusiasm of the surrounding community, they are willing to cooperate with the tourism office for the

advancement of tourism objects, because this will also have an impact on the economy of the surrounding community.

Furthermore, the conclusions from observations made by the author also found the same thing as information obtained from interviews such as the way to communicate with the surrounding community with tourists was quite good, the hospitality of the community with tourists, apart from that the author also found that the community around the Mandeh tourism object was aware of its importance. support or behavior from the community is useful for the progress of developing tourist attractions and increasing the number of tourists.

This is supported by the regional regulation number 2 of 2015 concerning the master plan for the development of tourism in the south coast district in 2015-2025 which states that the empowerment of the surrounding community through tourism includes increasing the potential, capacity and participation of local community resources through the development of productive businesses in the tourism sector, increasing awareness and role from the community and stakeholders related to tourism in creating a conducive climate for tourism in each tourism destination area, while the things contained in the regional regulation no 2 of 2015 have been realized in the tourist attraction area so that it can be said that the tourist attraction in terms of the community has met the requirements for object development. tour.

Currently, the local government continues to provide guidance to the community on how to continue to communicate well with tourists.

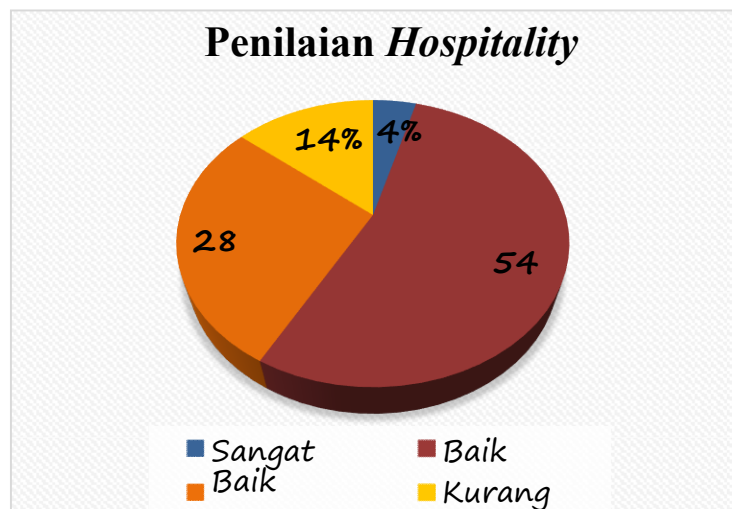
b. Disparbud

Based on interviews conducted by researchers at Tourism Destinations in the Mandeh tourist area with various sources of information that the tourism and culture department in the south coast district is good enough to support the progress of this tourism, the local government is currently holding cultural festivals or other events to promote the object. this mandeh tour so that it is increasingly known by the whole world.

In addition, the tourism office has also provided guidance to the community or managers on how to promote tourist attractions and maintain tourist comfort. Currently the tourism office of the south coast district has full support to facilitate this Mandeh tourism object from the tourism ministry, the tourism office is aware of the economic benefits of the community if this Mandeh tourism object is managed properly, because Mandeh tourism object has many destinations such as destinations on the water and in the sea. land.

Based on the author's observations, the authors can conclude that the same thing encountered during observations, the tourism and culture department has supported the progress of Mandeh tourism objects, this can be seen from the training provided by the tourism office to managers and the community for the advancement of Mandeh tourism objects, apart from that the tourism and culture department also often carries out national and international standard events in the tourist area of Mandeh and is accompanied by promotions carried out by the tourism office.

Then to obtain supporting data, the researchers distributed questionnaires to 93 tourists to assess the Hospitality consisting of (Community and Tourism and Culture Office) in Mandeh Tourism Object, it can be seen in the picture below:



Picture 4. Hospitality Ratings by Travelers

Based on the diagram above, it can be concluded that the overall attractiveness of hospitality in tourism destinations is included in the good category, which is 54%, while 28% consider it quite good, 14% rate it is not good, and 4% rate it very well. This can be seen because most of the tourists who visit are local tourists, who like their own cultural festival events. However, to increase tourists, it is necessary to manage the community to promote tourist attractions and maintain tourist comfort.

Hospitality

1. Society

Based on the SWOT analysis (strengths, weaknesses, opportunities and threats) that have been described previously, the SWOT of the Community in Mandeh Tourism Object Pesisir Selatan Regency can be seen in table 1 below:

Table 1. Community SWOT in Mandeh Tourism Object

Strength (S)	Weaknesses (W)
1. Community hospitality 2. Good communication from the community 3. There is a will of the community to support the progress of tourism	1. There are still illegal fees for entrance tickets 2. Language differences with tourists 3. There are still people who are not aware of cleanliness
Opportunity (O)	Threat (T)
1. The authenticity of the culture of the tourist area of Mandeh 2. The volume of tourists is increasing almost every month 3. Active youth organizations in making cultural events for the people around Mandeh tourism objects	1. The language used by the community 2. There are still local people who commit crimes 3. Culture from outside or culture from foreign tourists

After knowing the strengths, weaknesses, opportunities and threats of the Community in the Mandeh Tourism Area, Pesisir Selatan Regency, West Sumatra Province, the development strategies can be seen in table 2 below:

Table 2. Community Development Strategies in Mandeh Tourism Object

Strategi SO (Kekuatan - Peluang)	Strategi WO (Kelemahaan – Peluang)
1. The local community is able to maintain hospitality when communicating with tourists and always maintain the original culture of the area 2. The local government, managers and the community are able to work together in providing services to tourists whose monthly volume has increased 3. Utilizing support from the surrounding community for the development of tourism objects and collaborating with youth organizations and women's organizations in making a cultural festival way.	1. The local government and managers work together with local youth and women organizations to always guard against indications of illegal levies being carried out by some local communities 2. The local government provides training and guidance to youth organizations and local communities to recognize the language of tourists 3. The local government provides understanding to the community about the importance of maintaining cleanliness by collaborating with youth and youth organizations.
Strategi ST (Kekuatan – Ancaman)	Strategi WT (Kelemahaan – Ancaman)
1. The local government and managers	1. The community, traditional leaders, managers

<p>invite the community to always maintain hospitality and good communication so that there are no indications of crime from the community and tourists</p> <p>2. Utilizing the will of the local community for the development of tourism objects and maintaining the authenticity of its culture so that it is not polluted with foreign culture</p> <p>3. The local government provides guidance to the community so as not to forget the culture in the area</p>	<p>and local governments work together to always maintain the comfort of tourists when visiting the Mandeh tourist area such as not committing crimes, and illegal fees for entrance tickets</p> <p>2. The local government provides guidance and always evaluates periodically to the surrounding community for the importance of maintaining the cleanliness of the tourist area of Mandeh</p>
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2. Disparbud

Based on the SWOT analysis (strengths, weaknesses, opportunities and threats) that has been described previously, the SWOT of the Tourism and Culture Office in Mandeh Tourism Object Pesisir Selatan Regency can be seen in table 3 below:

Tabel 3. SWOT Disparbud in Mandeh Tourism Object

Kekuatan (S)	Kelemahaan (W)
<ol style="list-style-type: none"> 1. Providing guidance and training to managers 2. Continuous promotion for the advancement of tourism objects 3. Events held once every three months 	<ol style="list-style-type: none"> 1. Lack of supporting facilities from the tourism office 2. The rules from the tourism office are still not firm on the management of tourism objects 3. The concept of events held by the tourism office is almost the same as tourist objects in other areas
Peluang (O)	Ancaman (T)
<ol style="list-style-type: none"> 1. Cooking and swimming competitions held by the tourism office 2. Support in maintaining the authenticity of the ethnic culture of the community around the Mandeh tourism object 3. There is assistance from the local government and the central government 	<ol style="list-style-type: none"> 1. There is distrust from the community towards the tourism office 2. There are still no rules set by the tourism office regarding the perpetrators of destroying tourist destinations

After knowing the strengths, weaknesses, opportunities and threats of Disparbud in the Mandeh Tourism Area, Pesisir Selatan Regency, West Sumatra Province, the development strategies can be seen in table 4 below:

Table 4. Development Strategy of the Tourism and Culture Office in Mandeh Tourism Objects

Strategy SO (Strength - Opportunity)	Strategy WO (Weaknesses – Opportunities)
<p>1. Provide training and guidance for managers so that tourists can build their own trust in managers by utilizing assistance from regional and central government for tourism development</p> <p>2. Take advantage of cultural festival events and others once in three months accompanied by promotions of the Mandeh tourist area by utilizing support from the tourism and culture department.</p> <p>Carry out sustainable promotions for the advancement of tourism objects by utilizing support from the central government and local</p> <p>3. governments</p>	<p>1. The manager fixes the supporting facilities in the tourist area by utilizing assistance from the government</p> <p>2. The local government and managers make rules that are slightly binding on tourists so that they always maintain the comfort of each other.</p> <p>3. Changing the concept of events that are made every three months by local governments and managers such as cooking and swimming events accompanied by other events such as marathon competitions and others.</p>
ST Strategy (Strength – Threat)	WT Strategy (Weaknesses – Threats)
<p>1. The local government and managers invite the local community to participate in the tourism development efforts carried out</p> <p>2. The local government and related agencies such as the police can guard every day or create security posts in the tourist area of Mandeh.</p>	<p>1. The regional government makes a regional regulation with strict sanctions for environmental destroyers in tourist attractions.</p> <p>2. The local government builds tourism supporting facilities properly in order to create trust from the community towards the local government and the tourism and culture office.</p>

4. Conclusions

1. Community

strategies for community development in the Mandeh tourist area of Pesisir Selatan district are:

1. The local government and managers take advantage of the community's willingness to support tourism progress by inviting the community to participate in managing the Mandeh tourism object, so that this will have a good impact, because later the surrounding community will have job responsibilities and moral responsibilities for tourism progress.
2. The local government and managers actively support youth and young women's organizations to organize cultural events in the tourist area of Mandeh such as moral and moral support. This is done together, so that the tourism object stagnates the life of the community to become one of the tourist attractions
3. Take advantage of the volume of tourists each month by making cultural festival events or other positive things that can directly involve tourists participating in the event.
4. The local government and managers build or make several ticket booth points to enter the Mandeh tourist area to avoid illegal levies carried out by some communities, this is for the convenience of tourists when they want to visit
5. Local communities and managers cooperate in maintaining the environmental cleanliness of the tourist area of Mandeh because the number of tourist volumes is increasing every month.

2. Disparbud

The strategy for developing Hospitality from Disparbud in the Mandeh Tourism Area, Pesisir Selatan Regency is:

1. Promoting the Mandeh tourist area by making cultural and other events or festivals organized by the tourism and culture department, this is aimed at when these events are held accompanied by the promotion of Mandeh tourism objects will be known by the public outside of its beauty and become an attraction for tourists to visit.
2. Conduct ongoing promotions and evaluate promotions periodically in order to find out the lack of promotions that have been made, and so that the lack of promotions can be corrected.
3. There is no firm local regulation regarding perpetrators of environmental destruction in the Mandeh tourist area, then the local government must make a firm regulation to bind the perpetrators of destroying the Mandeh tourist area, such as destroying protected plants, destroying public facilities and others, if this strategy is carried out, the object area is Mandeh tourism can reduce crime.
4. Construction of new public facilities for use by tourists to become a special attraction for tourists to visit Mandeh tourism objects, such as public facilities toilets, seats, prayer rooms, parks and other public facilities, this will be a special attraction if realized by managers and local governments and will have an impact on increasing the volume of tourists.
5. Redesigning event concepts created by the tourism office with new and contemporary concepts and not just the same concept as other tourist objects, such as making the concept of marathon race events, bicycle racing competitions by utilizing collaboration with sponsors. If this strategy is carried out by the tourism office, it will have an impact on the progress of tourism.
6. The tourism and culture department has supported the progress of the Mandeh tourism object, this can be seen from the training provided by the tourism office to managers and the community for the advancement of Mandeh tourism object, apart from that the tourism and culture department also often conducts events. national and international standards in the tourist area of Mandeh and accompanied by promotions carried out by the tourism office

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