

**RENCANA DAN STRATEGI PENGELOLAAN LANSKAP
AGROEKOWISATA BERBASIS BUDAYA LOKAL
DI KABUPATEN TORAJA UTARA SULAWESI SELATAN**

NURFAIDA



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RINGKASAN

NURFAIDA. Rencana dan Strategi Pengelolaan Lanskap Agroekowisata Berbasis Budaya Lokal di Kabupaten Toraja Utara Sulawesi Selatan. Dibimbing oleh HADI SUSILO ARIFIN, SANTUN R.P. SITORUS, dan ERIYATNO.

Kabupaten Toraja Utara memiliki potensi pariwisata sebagai daya tarik wisata. Namun, jika tidak dikelola dengan baik tidak dapat berkembang secara optimal. Penelitian ini bertujuan merumuskan rencana dan strategi pengelolaan lanskap agroekowisata berbasis budaya lokal di Kabupaten Toraja Utara. Metode yang digunakan, yaitu: (1) pendekatan *Landscape Character Assessment*, *Scenic Beauty Estimation*, penilaian berdasarkan Pedoman Analisis Daerah Operasi Objek dan Daya Tarik Wisata Alam, dan penilaian objek wisata; (2) metode *scoring*, *Servqual*, dan *Importance Performance Analysis*; (3) *Data Envelopment Analysis*; dan (4) pendekatan Satuan Kawasan Wisata (SKW) dan metode A'WOT.

Hasil penelitian menunjukkan bahwa penawaran pariwisata di Kabupaten Toraja Utara tergolong tinggi dengan nilai potensi objek dan daya tarik wisata sebesar 1265 dan indeks kelayakan 80,6% sehingga berpotensi dan layak dikembangkan sebagai kawasan wisata. Elemen penawaran yang termasuk kategori tinggi adalah daya tarik, akomodasi, serta sarana dan prasarana, sedangkan yang tergolong rendah adalah aksesibilitas. Komponen daya tarik terdiri atas (1) daya tarik alam meliputi kolam alam, air terjun, dan bukit pasir, dan (2) daya tarik budaya meliputi lanskap pertanian, rumah adat *tongkonan*, situs pemakaman, upacara adat, dan ukiran. Selain itu, Kabupaten Toraja Utara memiliki karakter lanskap perdesaan yang khas dengan keindahan lanskap sebagai elemen penawaran pariwisata. Karakter lanskap perdesaan di Kabupaten Toraja Utara terdiri atas hutan larangan, pemakaman, hutan adat, area penggembalaan, rumah tempat tinggal, kandang ternak, rumah adat, ruang terbuka, lumbung padi, tempat upacara adat, kebun, dan sawah. Hasil analisis kualitas keindahan lanskap menunjukkan nilai dari foto lanskap berkisar antara -42 sampai dengan 234. Lanskap yang memiliki nilai paling tinggi adalah Lolai To'tombi, sedangkan lanskap dengan nilai paling rendah adalah Agrowisata Limbong. Kabupaten Toraja Utara memiliki 6 objek wisata yang sudah berkembang, 214 objek wisata yang berpotensi untuk dikembangkan, dan 72 objek wisata yang kurang berpotensi untuk berkembang. Objek wisata yang sudah berkembang meliputi objek wisata Pasar Hewan Bolu, Ke'te' Kesu, Londa, Museum Ne' Gandeng, Sa'dan To' Barana, dan Palawa'.

Permintaan pariwisata menurut pendapat dan kepuasan wisatawan terhadap objek wisata dan pengelolaannya menunjukkan bahwa nilai kesenjangan adalah negatif yang berarti wisatawan belum merasa puas dengan kualitas layanan objek wisata di Kabupaten Toraja Utara. Nilai kesenjangan paling tinggi adalah sarana kuliner dengan nilai menurut wisatawan mancanegara adalah -2,19 dan wisatawan nusantara adalah -1,46. Hasil pemetaan kinerja-kepentingan menunjukkan bahwa butir pernyataan yang berada pada kuadran prioritas utama adalah fasilitas jalan, sarana keperluan pribadi, pelayanan pengelola, sarana informasi, dan kebersihan kawasan. Objek wisata yang termasuk dalam tiga urutan teratas paling disukai oleh wisatawan baik nusantara maupun mancanegara adalah Ke'te' Kesu, Londa, dan Lolai To'tombi.

Hasil analisis efisiensi pengelolaan objek wisata menunjukkan bahwa terdapat 7 objek wisata yang efisien dalam pengelolaannya dan 14 objek wisata yang tidak efisien dalam pengelolaannya. Objek wisata yang efisien dalam pengelolaan tersebut meliputi Ke'te' Kesu, Salib Singki, Palawa', Museum Ne' Gandeng, Londa, Sinar Lempe, dan Lolai To'tombi. Dari 7 objek wisata yang efisien tersebut, terdapat 6 objek wisata yang menjadi acuan bagi objek wisata lainnya. Objek wisata yang tidak efisien dalam pengelolaan dapat mengoptimalkan tenaga kerja, fasilitas yang dimiliki, dan dana yang diperoleh agar dapat menjadi efisien. Selain itu, objek wisata yang tidak efisien dapat mengacu pada objek wisata yang efisien dalam mengelola sumberdaya yang dimiliki untuk mengoptimalkan jumlah wisatawan dan pendapatan.

Rencana pengelolaan lanskap agroekowisata berbasis budaya lokal disusun dalam pola pengembangan Satuan Kawasan Wisata (SKW) Agroekowisata Berbasis Budaya yaitu kawasan geografis berbasis administrasi yang memiliki pusat-pusat aktivitas wisata berupa objek wisata yang sudah berkembang dan berpotensi dikembangkan dengan karakteristik khas alam, pertanian, dan/atau budaya, serta berdasarkan pada komponen daya tarik, aksesibilitas, akomodasi, dan sarana penunjang. SKW yang direncanakan terdiri atas lima, yaitu SKW I meliputi 33 objek wisata dengan karakteristik budaya dan alam; SKW II meliputi 82 objek wisata dengan karakteristik budaya, alam, dan pertanian; SKW III meliputi 44 objek wisata dengan karakteristik alam; SKW IV meliputi 33 objek wisata dengan karakteristik pertanian dan budaya; dan SKW V meliputi 28 objek wisata dengan karakteristik alam.

Strategi pengelolaan lanskap agroekowisata berbasis budaya lokal mencakup empat prioritas strategi, yaitu (1) diversifikasi objek wisata alam, pertanian dan budaya sesuai minat wisatawan; (2) peningkatan pengelolaan dan pelestarian objek wisata alam dan budaya; (3) pembangunan bandara udara dan perbaikan fasilitas jalan sesuai Satuan Kawasan Wisata; dan (4) peningkatan kualitas dan kuantitas fasilitas penunjang wisata sesuai Satuan Kawasan Wisata. Konsep diversifikasi objek wisata yang ditawarkan di Kabupaten Toraja Utara adalah agroekowisata berbasis budaya lokal. Agroekowisata berbasis budaya lokal merupakan kegiatan wisata yang diselenggarakan secara bertanggung jawab pada suatu kawasan wisata yang memiliki potensi alam, pertanian dan budaya. Pengelolaan agroekowisata berbasis budaya lokal memiliki prinsip, yaitu: (1) berkelanjutan; (2) memberikan informasi tentang alam, pertanian dan budaya; (3) memberikan manfaat bagi masyarakat lokal; dan (4) memberikan kepuasan kepada wisatawan.

Kata kunci: keindahan lanskap, keragaan, kualitas layanan, pariwisata, Satuan Kawasan Wisata

SUMMARY

NURFAIDA. Management Plan and Strategy of Local Culture-Based Agro-ecotourism Landscape in North Toraja Regency South Sulawesi. Supervised by HADI SUSILO ARIFIN, SANTUN R.P. SITORUS, and ERIYATNO.

North Toraja Regency has tourism potential as a tourist attraction. However, if not managed properly it cannot develop optimally. This study aims to formulate strategies for managing local culture-based agro-ecotourism landscapes in North Toraja Regency. The methods used are: (1) the Landscape Character Assessment approach, Scenic Beauty Estimation, the assessment based on the Guidelines for the Analysis of Regional Operations of Objects and Nature Tourism Attractions, and tourism object assessment; (2) scoring, Servqual, and Importance Performance Analysis methods; (3) Data Envelopment Analysis; and (4) the Tourism Area Unit approach (SKW) and the A'WOT method.

The results showed that tourism offerings in North Toraja Regency were classified as high with a potential value of objects and tourist attractions of 1265 and a feasibility index of 80,6% so that the potential and feasible to be developed as a tourism area. Elements of the offer included in the high category are attractiveness, accommodation, and facilities, and infrastructure, while those classified as low are accessibility. The attractiveness component consists of (1) natural attractions including natural pools, waterfalls, and dunes, and (2) cultural attractions including agricultural landscapes, tongkonan traditional houses, burial sites, traditional ceremonies, and carvings. Also, the North Toraja Regency has a distinctive rural landscape character with the landscape beauty as an element of tourism supply. The character of rural landscapes in North Toraja Regency consists of prohibited forests, cemeteries, customary forests, grazing areas, dwellings, cattle sheds, traditional houses, open spaces, rice barns, traditional ceremonies, gardens and rice fields. The analytical results of the quality of the landscape beauty showed that the score of landscape pictures ranged from -42 to 234. The landscape that achieved the highest score was Lolai To'tombi, while the landscape with the lowest score was Limbong Agrotourism. North Toraja Regency has 6 attractions that have developed, 214 attractions that have the potential to be developed, and 72 attractions that have less potential to develop. Attractions that have developed include the attractions of the Bolu Animal Market, Ke'te' Kesu, Londa, Museum Ne' Gandeng, Sa'dan To' Barana, and Palawa'.

The demand for tourism in the opinion and satisfaction of tourists towards attractions and their management shows that the value of the gap is negative, which means that tourists have not been satisfied with the quality of tourist attraction services in North Toraja Regency. The highest gap value is culinary facilities with a value according to foreign tourists is -2,19 and domestic tourists are -1,46. The results of the importance–performance mapping of interests indicate that the statement items that are in the main priority quadrant are road facilities, facilities for personal needs, management services, information facilities, and area cleanliness. Attractions included in the top three most favored by tourists both the domestic and foreign tourists are Ke'te' Kesu, Londa, and Lolai To'tombi.

The results of the analysis of the efficiency of tourism object management show that 7 tourism objects are efficient in their management and 14 tourist objects

that are inefficient in their management. Attractions that are efficient in management include Ke'te' Kesu, Singki Cross, Palawa', Museum Ne' Gandeng, Londa, Sinar Lempe, and Lolai To'tombi. Of the 7 efficient attractions, 6 attractions become a reference for other attractions. Inefficient attractions in management can optimize the workforce, facilities owned, and funds obtained to be efficient. Also, inefficient attractions can refer to attractions that are efficient in managing their resources to optimize the number of tourists and income.

Local cultural-based agro-ecotourism management plans are formulated in the development pattern of a Culture-Based Agro-ecotourism Tourism Area Unit (SKW), namely an administrative-based geographic area that has tourism activity centers in the form of developed and potential tourism objects with distinctive characteristics of nature, agriculture, and/or culture, and based on components of attractiveness, accessibility, accommodation and supporting facilities. The planned SKW consists of five, i.e. SKW I includes 33 attractions with cultural and natural characteristics; SKW II includes 82 attractions with cultural, natural and agricultural characteristics; SKW III includes 44 attractions with natural characteristics; SKW IV includes 33 attractions with agricultural and cultural characteristics; and SKW V includes 28 attractions with natural characteristics.

Local cultural-based agro-ecotourism management strategies include four priority strategies, i.e. (1) diversification of natural, agricultural and cultural tourism objects according to tourist interests; (2) improvement of management and conservation of natural and cultural attractions; (3) construction of airports and improvement of road facilities according to tourist area units; and (4) increasing the quality and quantity of tourism support facilities according to the tourist area unit. The concept of diversification of attractions offered in the North Toraja Regency is local culture-based agro-ecotourism. Local culture-based agro-ecotourism is a tourism activity that is held responsibly in a tourism area that has natural, agricultural, and cultural potential. Local culture-based agro-tourism management has principles, i.e. (1) sustainable; (2) providing information about nature, agriculture and culture; (3) providing benefits to the local community; and (4) providing satisfaction to tourists.

Keywords: landscape beauty, performance, service quality, tourism, Tourism Area Unit

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