

ECONOMIC SECTOR MANAGEMENT STRATEGY IN THE TOURISM FIELD AT TOURISM DEPARTMENT OF EAST LUWU DISTRICT

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Abstract

This study aims to analyze the strategy for managing the economic sector in the tourism sector at the East Luwu Regency Tourism Office. Respondents in this study were all employees of the East Luwu Regency Tourism Office and managers of tourist attractions, totaling 10 people using a questionnaire. The data analysis technique used is the SWOT analysis technique which is carried out by identifying strengths, weaknesses, opportunities and threats. SWOT analysis compares external factors such as opportunities and threats with internal factors such as strengths and weaknesses. Internal factors are entered into a matrix called the Internal Strategic Factor Matrix or IFAS (Internal Strategic Factor Analysis Summary). External factors are entered into a matrix called EFAS (Outline of External Strategy Factor Analysis) External Strategy Factor Matrix. After creating a matrix of internal and external strategic elements, we enter the results into the SWOT matrix, which is a quantitative model, and formulate a management strategy. The results of the study show that if the Tourism Office of East Luwu Regency $S < O$ means that the policy direction of the East Luwu Tourism Office is in a growth strategy condition, the opportunity is greater than the existing forces. Growth Strategy (Growth Strategy) aims to achieve growth in both tourism management and regional interests around tourist objects. This can be achieved by building public facilities for tourist objects, improving the quality of human resources managing tourist objects, and strengthening cooperation with business entities and investors in managing tourist objects. Efforts are made to minimize costs to increase profits.

Keywords: Management Strategy, SWOT Analysis, Policy, Growth Strategy

A. INTRODUCTION

According to Kasi Chakaputra Komsari, there are at least four pillars of tourism development in Indonesia. In other words, tourism development in Indonesia includes the four pillars of tourism development. (2) Marketing. (3) Industry, and (4) Institutions. The four pillars are an effort to realize the principles of development by taking into account cultural and natural diversity, uniqueness, character and human needs for tourism. Tourism development must be seen as a comprehensive effort to promote tourism. One area in Indonesia that is trying to show the superiority of its tourism potential to attract tourists to visit its area is tourism in East Luwu Regency, which is located in South Sulawesi Province. East Luwu has many tourist attractions, one of which is Lake Matano. The lake has a long beach culture, and many plants grow densely along the water. The area around Lake Matano also has beautiful coral reefs and can be used as a tourist attraction.

Efforts to manage tourism in East Luwu as much as possible aim so that local people are not marginalized or just become spectators. Local communities must be included in tourism activities in a broad sense, not only as objects but also as subjects. Community participation does not have to be directly involved or included in the circle of tourism activities, but can participate in the outer circle that is positively affected by tourism.

The dual impact of tourism must be able to affect the lives of local residents and improve the welfare of society as a whole. This requires a mature strategy that works in many areas and has great potential to change for the better. This is where the importance of regulation and awareness

by the local government in carrying out the development of the tourism sector. The tourism sector requires a strategy with a planned or structured pattern of tourism development so that its potential can be optimally developed.

The development of tourism resource potential begins with analyzing the four basic elements that tourism resources must have: attractiveness, accessibility, facilities, and potential facilities. The development of tourism in East Luwu Regency is divided into three periods from 2017 to 2027. The development stages for each period of tourism development in Dongluwu Regency are as follows:

Period 2017 – 2019 :	Period 2019 – 2022 :	Period 2022 – 2027 :
<ul style="list-style-type: none"> • Events • Master plan (site plan and business plan) • DTW infrastructure • Taxes and Levies policy draft • Preparation of special interest tourism • Inter-regional cooperation in tourism marketing 	<ul style="list-style-type: none"> • DTW Management • Typical crafts • Business tours • Intensification of tourism activities • Association revitalization • Infrastructure realization 	<ul style="list-style-type: none"> • Infrastructure realization • DTW Management • Implementation of events • Regional tourism network • Tourism accommodation investment

B. LITERATURE REVIEW

Provides an overview of economic growth, tourism management strategies, and tourism economic development. Here is a more detailed explanation of each concept:

Economic growth

Economic growth is a positive change in the state of the economy of a country or region that occurs within a certain period of time. This concept refers to increasing the production and distribution of goods and services in the economy leading to a better and more prosperous state for society. Economic growth is usually measured by indicators such as Gross Domestic Product (GDP) or Gross National Income (GNP).

Sustainable economic growth is very important for the development of a country because it can improve people's welfare, reduce poverty, create jobs, and improve living standards. Apart from that, stable and sustainable economic growth can also create a good investment climate, encourage innovation, and increase a country's competitiveness in the global market.

Tourism Management Strategy

A tourism management strategy is a holistic approach used by stakeholders, such as governments, destination managers and other stakeholders, to develop and promote the tourism sector effectively. This strategy includes a series of actions and plans directed at achieving certain goals and targets in tourism management.

In tourism management, the strategy aims to optimize tourism potential in an area, increase the attractiveness of destinations, improve tourism services and infrastructure, and encourage community participation in the tourism industry. This strategy also includes the use of information and communication technology, tourism promotion, tourism product development, and environmental preservation.

Tourism Economic Development

Tourism Economic Development (TED) is an approach that focuses on empowering people to optimize their assets and value to become major attractions in tourism. TED recognizes the economic potential of communities in terms of culture, customs, culinary diversity, arts and crafts, and local lifestyles.

The TED approach emphasizes the importance of respecting and preserving local cultural and natural heritage, and involving communities in sustainable tourism development. By exploring and developing the economic potential of local resources, TED aims to create more equitable and sustainable economic benefits for local communities.

Tourism economic development focuses on efforts to increase people's income and welfare through their active participation in the tourism industry. This also includes education and training to improve the quality of human resources, and ensure that tourism management is carried out in a responsible and sustainable manner

Qualitative research questions

Qualitative research questions that focus on the strategy of the East Luwu Tourism Office in managing the economic sector in the tourism sector can be formulated with an in-depth approach to understanding this phenomenon in more detail. Relevant questions are: **What is the strategy of the East Luwu Tourism Office in managing the economic sector in the tourism sector? .**

These questions will help gain a deeper understanding of the tourism economic sector management strategy implemented by the East Luwu Tourism Office, as well as the factors that influence it. In addition, qualitative research can also reveal the perspectives, experiences and views of various parties involved in tourism management, so as to provide a more comprehensive insight.

C. RESEARCH METHODS

Types of research

In this research is a case study research at the East Luwu Regency Tourism Office. Case study is an in-depth and detailed research method of a particular phenomenon in a real context. In this case study research, the focus is on the East Luwu Regency Tourism Office and the implementation of the economic sector management strategy in the tourism sector that has been carried out by the agency.

The main characteristic of case study research is collecting data from various sources and data sources, such as interviews, observations, archives, and related documents. The aim is to provide a comprehensive picture of the phenomenon or case being studied. This case study will provide in-depth information on how the East Luwu Regency Tourism Office implemented their strategy, the challenges faced, the impact that has been achieved, and the factors that influenced the success or failure of the strategy.

Case study research like this is useful in gaining in-depth and qualitative insights about the implementation of economic sector management strategies in the tourism sector in specific areas. However, it is important to remember that because of its in-depth nature and focus on one case, the results of this research may not be directly applicable in general to other situations or contexts.

Research Objects and Locations

The research objects and locations that have been determined, namely the Tourism Office of East Luwu Regency and the East Luwu Nature Tourism Object, are relevant and appropriate choices for this research. East Luwu Regency is an administrative area that is the focus of research, where the tourism sector has the potential to be developed further.

The East Luwu Regency Tourism Office as an object of research is very important because it is responsible for the management and development of the tourism sector in the region. Through interviews and direct observation with related parties, research can understand the strategies and policies that have been implemented by the Tourism Office in managing the economic sector in the tourism sector.

In addition, the East Luwu Nature Tourism Object is a relevant research object because it is one of the tourism resources in East Luwu Regency. By directly observing these natural tourism objects, research can see the real conditions of the East Luwu tourism area and obtain data about the potentials and constraints that exist.

The research location in East Luwu Regency also provides an advantage because it allows researchers to obtain data from various related parties, such as tourism object managers, Tourism Office employees, and other stakeholders. This will enrich the data and information obtained in the research.

Thus, the research objects and locations that have been determined will provide a comprehensive picture of the economic sector development policy strategy in the tourism sector in East Luwu Regency. The research results are expected to contribute to the development of the tourism sector in the region and become a reference for related parties in making future decisions.

Population and Sample

The population of this study consisted of two groups, namely employees of the East Luwu Tourism Office and managers of natural tourism objects in East Luwu Regency. The population includes all individuals who are the target of the research, namely those involved in managing the economic sector in the tourism sector in the region.

The number of samples in this study were 10 respondents. Respondents involved in this study consisted of:

1. Head of East Luwu Tourism Office
2. Head of Tourism
3. East Luwu Tourism Office employee
4. Manager of natural tourism objects in East Luwu Regency

The number of respondents selected may be sufficient for small-scale research such as case studies, especially if the research subjects are officials or individuals with important roles in tourism management in the area. Sampling should take into account the relevance and representation of the study population to ensure results that are more accurate and represent the diverse views that may exist within the population.

The sampling method can use a purposive sampling technique, namely choosing respondents based on certain criteria that are relevant to the research objectives. In this case, the selection of respondents can be done based on their role and position in tourism management, so that they can provide valuable insights regarding the strategy for managing the economic sector in the tourism sector.

Method of collecting data

Data collection methods used in this study include observation, interviews, and library studies. The following is a more detailed explanation of each method:

1. Observation (Direct Observation): This method involves direct observation in the East Luwu Tourism Area to obtain data about the real condition of the tourist area. Observations can cover various aspects, such as tourist facilities, infrastructure, tourist activities, and interactions between visitors and tourism object managers. Direct observation allows researchers to observe directly how the strategy for managing the economic sector in the tourism sector is implemented in practice.
2. Interview Method: This method involves direct interaction between researchers and related parties in the development of the tourism industry in East Luwu Regency. Interviews were conducted by asking questions directly (question and answer) to respondents, who in this case

are decision makers in the development of tourist areas and managers of tourist objects. The interviews allowed the researcher to gain deeper insight into tourism development policy strategies and also to understand the relationship between research-relevant criteria. Respondents involved are expected to have in-depth knowledge and experience in managing the tourism sector in the area.

3. **Library Studies:** This method involves research and analysis of literature related to the research theme, namely tourism development policy strategies. Library studies may include references from a variety of sources, including books, journals, articles, research reports, and tourism-related publications. Literature study serves as a support that can support data collection and discussion of research objects. By studying the library, researchers can gain a more comprehensive understanding of the strategies that have been implemented in the management of the economic sector in the tourism sector in the area.

By using a combination of observation, interview and library research methods, it is hoped that this research can provide a complete and in-depth picture of the strategy for managing the economic sector in the tourism sector of the East Luwu Regency Tourism Office, as well as the challenges and opportunities faced in the development of the tourism industry in the region.

Data analysis technique

Researchers use the SWOT analysis technique to identify external and internal factors: to analyze more deeply about SWOT, it is necessary to look at external and internal factors as an important part of the SWOT analysis, namely:

SWOT analysis is a strategic analysis tool that is popular and useful in formulating management strategies based on internal and external factors that affect an organization or company. Following are the steps in the SWOT analysis model:

1. **Identification of Internal Factors (Strengths and Weaknesses):**
 - **Strength Factors (Strengths):** Identify all the positive aspects in the company that provide a competitive advantage. For example, special skills, unique resources, good performance or a strong reputation.
 - **Weaknesses:** Identify all the negative aspects in the company that limit the potential or cause a competitive disadvantage. For example, lack of resources, limited technology, or weaknesses in management.
2. **Identification of External Factors (Opportunities and Threats):**
 - **Factor Opportunities (Opportunities):** Identification of all situations or changes in the external environment that can be exploited by the company to achieve goals or profits. For example, growing market demands, favorable regulatory changes, or adoption of new technologies.
 - **Threat Factors (Threats):** Identification of all situations or changes in the external environment that can hinder or harm the company. For example, intense competition, changes in market trends, or an economic crisis.
3. **Creating an IFAS (Internal Strategic Factor Analysis Summary) Matrix:**
 - The IFAS matrix is used to evaluate and weight internal factors (strengths and weaknesses) on a scale of 1 to 4, where 1 is very weak and 4 is very strong. The results describe the overall strength of the company's internal.
4. **Creating an EFAS Matrix (External Strategic Factor Analysis Summary):**
 - The EFAS matrix is used to evaluate and give weight to external factors (opportunities and threats) with a scale of 1 to 4, where 1 is very low and 4 is very high. The results describe the overall external situation of the company.
5. **Creating a SWOT Matrix:**
 - The SWOT matrix is a table that combines the results from the IFAS and EFAS matrices to formulate a management strategy. Look at the combination of internal strengths and external

opportunities to identify strategies for exploitation. Likewise, look at the combination of internal weaknesses and external threats to identify strategies for protection or improvement.

6. Formulating Management Strategy:

- Based on the SWOT matrix, companies can identify various strategies, such as taking advantage of existing opportunities, minimizing the impact of threats, strengthening internal strengths, and overcoming internal weaknesses. This strategy must be in accordance with the company's vision, mission and objectives and describe the company's efforts in facing challenges and taking advantage of existing opportunities.

SWOT analysis provides a comprehensive view of the company's position and situation, which can assist companies in making the right strategic decisions and optimizing their performance

SWOT Analysis of Economic Sector Management Strategy in the Tourism Sector at the East Luwu Regency Tourism Office , in conducting an analysis of the economic sector management policy strategy in the tourism sector at the Regency Tourism, Youth and Sports Office. East Luwu, uses an approach in the form of a SWOT analysis, namely: (1) Strengths: (a) It has beautiful views of every natural tourism object in East Luwu. (b) Accessibility to tourism objects is very good even though some tourism objects still have to use the sea route. (c) Cleanliness of tourist objects is maintained, making the environment of tourist objects more beautiful and maintained. (d) Realization of Infrastructure Development for tourist objects by the Government is carried out properly in stages. (e) The management of tourist destinations is carried out by organizations fostered by the Village, namely POKDARWIS and BUMDES. The strength of the East Luwu tourist attraction with good management and collaboration between the District Government and the Village Government has made this tourist attraction a source of income for the village and surrounding communities. The beauty of nature and the maintenance of the cleanliness of tourist attractions attract the attention of tourists to visit.

(2) Weaknesses: (a) The absence of a regional tourism network makes tourism less well known to national and international tourists. (b) There are still frequent conflicts between youths around tourism objects which disturb the comfort of visiting tourists. (c) Human Resources are still lacking in terms of improving tourist facilities and infrastructure. (d) There are no health clinics around tourist attractions. (e) There is still a lack of event implementation at tourist objects making it less attractive to tourists. Weaknesses are factors that limit or lack skills resources that hinder policy strategy.

(3) Opportunities: (a) The existence of tourist objects has an impact on businesses managed by the community around tourist objects with the presence of tourists. (b) The existence of tourist objects introduces the cultural history of East Luwu. (c) There is cooperation between companies, government, communities and investors to develop tourism objects. (d) The existence of tourist objects helps the surrounding community by providing new jobs by opening stalls that sell souvenirs typical of East Luwu or as national tourist guides. (e) Information availability regarding East Luwu tourism objects can be obtained via the internet or social media. The availability of information about tourist attractions in East Luwu attracts the attention of tourists who want to visit which will have an impact on the community around the tourist attraction in an economic sense. In addition, tourists will also get to know the cultural history of East Luwu. Collaboration between the government, companies, communities and investors will encourage the development of tourist attractions so that they can attract more tourists.

(4) Threats (Challenges): (a) The emergence of artificial tourist objects that make natural tourist objects empty of visitors which will have an impact on village income and the economy around the tourist attraction. (b) The existence of Tourism Object Retribution regulations will make entry tickets to tourist objects increase and be less acceptable to tourists. (c) The status of the land still often causes conflicts over land disputes between the government and the community so that this hinders the government from carrying out physical development. (d) Communities around tourism objects who do not pay when entering tourism objects because they

think that people around tourism objects do not need to pay if they want to enter tourism objects. (e) Regional Regulations that conflict with Village Regulations related to the management of Tourism Objects due to the lack of outreach from the government regarding the policy plans to be stipulated.

Respondent Profile

Respondents in this study can be grouped into 2 gender groups, namely men and women. For more details, the characteristics of respondents based on gender will be presented which can be seen in the table below:

Table 2 Characteristics of Respondents by Gender

NO	Gender	People Response
1	Man	6
2	Woman	4
	Total	10

Respondents according to age describe or provide an overview of the age of the respondents who are the sample in this study. Therefore, in the description of the characteristics of respondents according to age, a description of the characteristics of respondents according to age can be presented as follows:

Table 3 Characteristics of Respondents by Age of Respondents

No	Age	People Response
1	21 – 29 years	3
2	30 – 39 years	3
3	40 – 49 years	4
	Total	10

The level of education shows the knowledge and thoughts possessed by a respondent can be classified into three parts, namely: D3, S1, and S2. The profile description of respondents by type of education can be seen in the following table:

Table 4 Characteristics of Respondents According to Last Education

No	Level of education	People Response
1	D3	2
2	S1	6
3	S2	2

EFAS and IFAS Strategy East Luwu Tourism Office

After classifying the strengths, weaknesses, opportunities and threats of the economic sector development policy strategy in the tourism sector at the East Luwu Regency Tourism Office, a SWOT analysis will be carried out which can produce possible alternative competitive strategies. In addition to paying attention to the factors above, based on strengths and weaknesses (internal factors) and opportunities and threats (external factors) in the economic sector development policy strategy in the tourism sector at the Tourism Office of East Luwu Regency, a Summary of Internal Factor Analysis (IFAS) and a Summary of External Factor Analysis (EFAS) can be prepared to determine the competitive strategy that will be used by IFAS by: (a) Determining strategic factors which are strengths and weaknesses, as well as opportunities and threats. (b) Rate each on a scale from 1.0 (very important) to 0.0 (not important at all). These factors are likely to have an impact on strategic factors. (c) Estimate the rating for each factor by giving it a

scale of 4 (very good or higher) to 1 (poor or lower). Giving a rating value for a positive opportunity factor (a higher probability is given a rating of +4, but a small chance is given a rating of +1). The threat score is the opposite. For example, if the threat value is very large, then the score is 1. Conversely, if the threat value is small, the score is 4. (d) Determine the score value by multiplying the weight by the score. (e) Add up the weighted scores to get the weighted total score

Tabel 5 Internal Factor Analysis Summary (IFAS)

No	Pernyataan	Bobot	Rating	Skor
Lingkungan Internal (Kekuatan dan Kelemahan)				
Strenghts (S)				
1	Pemandangan objek wisata	0,15	3	0,45
2	Aksesibilitas menuju objek wisata	0,13	3	0,39
3	Kebersihan Objek Wisata	0,18	4	0,72
4	Realisasi Pembangunan Infrastruktur objek wisata	0,16	3	0,48
5	Pengelolaan Destinasi Wisata	0,13	3	0,39
	Subtotal	0,75		2,43
Weakness (W)				
1	Tidak adanya jejaring pariwisata regional	0,04	4	0,16
2	Masih sering terjadi konflik antar pemuda disekitar objek wisata	0,09	3	0,27
3	Sumber Daya Manusia yang masih kurang dalam hal memperbaiki sarana dan prasarana objek wisata	0,04	2	0,08
4	Tidak tersedianya klinik kesehatan di sekitar objek wisata	0,04	3	0,12
5	Masih kurangnya pelaksanaan event di objek wisata	0,04	2	0,08
	Subtotal	0,25		0,71
	Total	1	30	3,14

against IFAS

Meanwhile, the EFAS is prepared in the same way as the IFAS, but strengths are replaced with opportunities, while weaknesses are replaced with threats.

Tabel 6 Eksternal Factor Analysis Summary (EFA5)

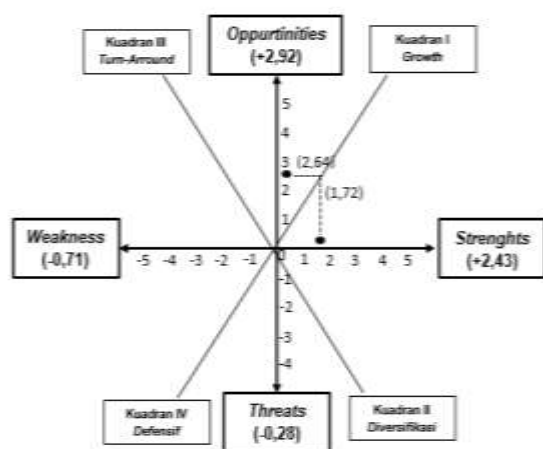
No	Pernyataan	Bobot	Rating	Skor
Faktor-faktor eksternal (Peluang dan Ancaman)				
Opportunities (O)				
1	Ketersediaan objek wisata membuat dampak pada usaha yang dikelola oleh masyarakat sekitar objek wisata	0,16	4	0,64
2	Ketersediaan objek wisata memperkenalkan historia budaya khas Luwu Timur	0,16	4	0,64
3	Adanya kerjasama antara perusahaan, pemerintah dan masyarakat untuk mengembangkan objek wisata	0,16	4	0,64
4	Adanya objek wisata membantu masyarakat sekitar dengan tersedianya lapangan pekerjaan yang baru	0,16	4	0,64
5	Ketersediaan informasi mengenai objek wisata Luwu Timur	0,12	3	0,36
	Subtotal	0,76		2,92
Threats (T)				
1	Munculnya objek wisata buatan yang membuat objek wisata alam sepi pengunjung	0,04	1	0,04
2	Adanya peraturan RTRW objek Wisata	0,04	2	0,08
3	Status tanah yang masih sering jadi konflik sengketa tanah antara pemerintah dengan masyarakat	0,08	1	0,08
4	Masyarakat sekitar objek wisata yang tidak membayar ketika masuk objek wisata	0,04	1	0,04
5	Peraturan Daerah yang berbenturan dengan Peraturan Desa terkait pengelolaan Objek Wisata	0,04	1	0,04
	Subtotal	0,24		0,28
	Total	1	25	3,2

In Table 4 above, the strength factor has a score of 2.43, while the weakness factor has a score of 0.71, which means that the Tourism Office has greater strengths than weaknesses in determining policy strategies. In addition, in Table 5 above, the Opportunities Factor scores 2.43 and the Threats Factor scores 0.28. This means that in an effort to determine its political strategy, the East Luwu Tourism Office has a considerable opportunity compared to the threats that arise. From the results of the compilation of internal and external factors above, the following scores were obtained: Strengths (S) = 2.43, Weaknesses (W) = 0.71, Opportunities (O) = 2.92 and Threats (T) = 0.28. Table 7 Recap of IFAS and EFAS Scores

Internal Score	External Score	Strategy Options
S > W (+) 2.43 > 0.71	O > T 2.92 > 0.28	growth
S > W (+)	O < T (-)	Diversification
S < W (-)	O > T (+)	Turn-around
S < W (-)	O < T (-)	Defensive

To determine a more specific strategy than the values included in the strategy choice diagram, because the results from the table show that the existing scores lead to strategy growth. Based on the scores which show that the strengths (Strengths/S) are smaller than the opportunities (Opportunities/O), the results are shown in the following diagram.

Gambar 1 Diagram Analisis SWOT EFAS/IFAS



Based on the SWOT analysis conducted on the East Luwu Regency Tourism Office, it can be concluded that their condition is in quadrant I. Quadrant I is a very favorable situation because it has great opportunities and also internal strengths that can be utilized to take advantage of these opportunities .

The right strategy in this condition is a growth strategy, which focuses on efforts to take advantage of existing opportunities by maximizing internal strengths. The East Luwu Tourism Office can continue its aggressive growth policy to improve the management of the economic sector in the tourism sector and increase profits for the community around the tourist attraction.

In this quadrant I condition, the East Luwu Tourism Office can focus more on developing public facilities for tourist objects, improving the quality of human resources managing tourist objects, and collaborating with companies and investors regarding the management of tourist attractions. In addition, they can take advantage of existing market opportunities, such as increasing

promotion both in advertising and online, utilizing the natural beauty and cleanliness of tourist objects as a brand image for East Luwu tourism, and involving the community around tourist objects in developing MSMEs to encourage community economic growth.

However, even though it is in quadrant I, the East Luwu Tourism Office must also remain alert to existing threats, such as conflicts between youths around tourist attractions, conflicts over land disputes related to land status, and differences in regional regulations and village regulations regarding the management of tourist attractions. It is important for them to overcome these obstacles so that their growth strategy can run more effectively and efficiently.

In future research, it is hoped that it will be able to further expand the sample and relevant variables, as well as conduct in-depth research related to the implementation of the growth strategy that has been implemented by the Tourism Office of East Luwu Regency. Thus, the research results can make a greater contribution to the development of the tourism industry in the area

Growth Strategy (Growth Strategy) East Luwu Tourism Office:

Based on the SWOT analysis and considering internal factors (strengths and weaknesses) as well as external factors (opportunities and threats) in the economic sector development policy strategy in the tourism sector, the East Luwu Tourism Office can design the following growth strategy:

1. Market penetration
 - Increasing promotions regularly both through advertisements and online to reach more potential tourists.
 - Selling affordable travel and accommodation packages to attract more visits from tourists who have a limited budget.
 - Optimizing public facilities at tourist attractions to provide a quality experience for tourists.
2. Market Development
 - Explore tourism markets that have not been explored before by promoting and distributing in new markets.
 - Recognize geographic and product-based market segments to adapt existing offers to the needs and preferences of potential tourists from various regions.
 - Building cooperation with local governments and stakeholders in new markets to expand the reach of East Luwu tourism objects.
3. Product Development
 - Increase investment in the development of tourist attractions and facilities to attract more tourists by offering new and unique experiences.
 - Building partnerships with private investors and related companies to present innovative and attractive tourism products.
 - Optimizing the potential of local natural and cultural resources to develop locally based tourism products.
4. Diversification
 - Identify tourism product diversification opportunities with a variety of attractions and activities that can attract various segments of tourists.
 - Maintain and enhance natural attractions while launching artificial attractions that can reduce the negative impact on natural attractions.
 - Develop a risk-based strategy to minimize potential risks from diversifying new products and services.

Barriers to the East Luwu Tourism Office in the Management of the Tourism Sector of the Economy

To overcome the obstacles faced in managing the tourism economic sector, the East Luwu Tourism Office can take the following steps:

1. Regional Tourism Network: Building cooperation with other regions in the form of a tourism consortium to increase the promotion and recognition of East Luwu tourist destinations at the regional and national levels.
2. Overcoming Conflicts Between Youths: Organizing socialization and education programs for youth around tourist attractions about the importance of maintaining the comfort and safety of tourists to create a friendly and comfortable environment.
3. Improving Human Resources: Conducting training and developing human resources in the field of tourism to improve the quality of service and management of tourist objects.
4. Health Clinics Around Tourist Attractions: Build partnerships with related parties, such as the Health Service or other health organizations, to set up emergency health posts around tourist attractions as an effort to ensure the health and safety of tourists.
5. Increasing Implementation of Events at Tourist Attractions: Collaborating with youth organizations or event organizers to design interesting events around tourist objects, thereby increasing the attractiveness of tourist objects and the number of tourist visits.
6. Land Dispute Conflict Resolution: Hold meetings and discussions between district governments, village governments, and communities who claim land around tourist objects to find fair and sustainable solutions in overcoming land disputes.
7. Implementation of Policies Related to Retribution and Management of Tourism Objects: Conduct socialization and dialogue with village officials and tourism object managers to develop tourism object management policies that are in line with local regulations and village regulations to avoid policy conflicts that could hinder tourism development

D. CONCLUSIONS AND RECOMMENDATIONS

Based on the SWOT strategy analysis, it can be concluded that the East Luwu Regency Tourism Office uses a growth strategy in managing the economic sector in the tourism sector. This strategy aims to achieve growth in both tourism management and benefits for the community around the tourist attraction. Efforts to achieve this strategy include developing public facilities for tourist objects, improving the quality of human resources managing tourist objects, and increasing cooperation with companies and investors regarding the management of tourist attractions.

However, in its implementation, the East Luwu Regency Tourism Office also faces several obstacles that affect the management of the economic sector in the tourism sector. These obstacles include the absence of regional tourism networks, conflicts between youth around tourist objects, lack of human resources in terms of improving tourist facilities and infrastructure, absence of health clinics around tourist objects, lack of organizing events at tourist objects, conflicts over land disputes related to land status, communities around tourist objects who do not pay when entering tourist objects, and differences in regional regulations that conflict with village regulations regarding the management of tourist attractions.

Suggestion:

Based on the findings of this study, several suggestions can be put forward to improve the management of the economic sector in the tourism sector at the Tourism Office of East Luwu Regency:

1. Regional Tourism Network: Efforts are needed to build a regional tourism network that can strengthen connectivity between various tourist destinations in East Luwu Regency and its surrounding areas. With this network, regional tourism potential can be better known and increase tourist visits.
2. Conflict Handling: Efforts need to be made to overcome and deal with conflicts between youth around tourist objects, so that the atmosphere in tourist areas becomes safer and more comfortable for tourists.

3. Improving Human Resources: The Tourism Office needs to make efforts to increase human resources in managing tourism facilities and infrastructure. Training and skills development for tourism object managers will improve the quality of service and tourist experience.
4. Tourist Health Center: It is necessary to have a health center or health post around tourist attractions as an effort to provide emergency health services for visiting tourists.
5. Organizing Events: The Tourism Office needs to encourage the holding of events at tourist objects, whether cultural, artistic or sporting in nature, as an additional attraction for tourists.
6. Land Conflict Resolution: Efforts are needed to resolve land dispute conflicts related to the status of land around tourist objects so that they do not hinder the development of tourist infrastructure and facilities.
7. Community Awareness: It is necessary to socialize the community around the tourist object regarding the importance of paying a fee when entering a tourist object, as a contribution to the management and maintenance of a tourist object.
8. Synchronization of Regional Regulations: It is necessary to synchronize regional regulations and village regulations regarding the management of tourist objects, so that there are no differences or clashes in policies that can complicate tourism management.

It is hoped that the above suggestions will assist the Tourism Office of East Luwu Regency in improving the strategy for managing the economic sector in the tourism sector and overcoming obstacles faced in the development of the tourism industry in the area. In addition, it is hoped that further research can expand the sample and relevant variables to obtain more comprehensive and accurate research results

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