TOURISM DEVELOPMENT MODEL AS A LEADING SECTOR IN WEST MANGGARAI OF EAST NUSA TENGGARA PROVINCE

Apriana H. J. Fanggidae
Faculty of Economics and Business, University of Nusa Cendana Kupang, East Nusa Tenggara

Abstract: East Nusa Tenggara (NTT) has the potential attractions include natural attractions and cultural and special interests are adequate and no less interesting attractions to attractions in other areas. Natural diversity consisting of: sea/beaches, lakes, forests, panoramas, waterfalls and more. While the potential of culture consists of various types of local culture, historical heritage, ethnic groups and other traditional events. But the reality of tourism products NTT considered less developed, less competitive and less attracted tourists than other tourist attractions in Indonesia because the lack of promotion, lack of infrastructure and facilities that support to area attractions. For that entrepreneurs need to find weaknesses NTT tourism and sought-solving solutions that competitive advantages of each attraction may soon be upgraded so that it can compete in the highly competitive business arena. From all the above statement raises questions that the strategy of what to do when the manager of the tourism potential market is known and how to increase the number of tourists? To answer the questions above, we are interested in studying it with a reference to the title of “Model as Leading Tourism Development of West Manggarai East Nusa Tenggara Province”. The formulation of the problem in this research is how the model of tourism development as seed West Manggarai East Nusa Tenggara Province “. This study will achieve the following objectives: 1) Identify and analyze the potential for the development of tourism in West Manggarai, 2) Designing a model of tourism development as seed West Manggarai East Nusa Tenggara Province “. The results showed that the West Manggarai Regency is one of the locations that became icons of world tourism destinations where there is a tourist attraction “Varanus komodoensis” is also another tourist attraction that both nature and cultural tourism. Therefore, there should be a special concern of stakeholders including the local, provincial, central, and internationally in the form of programs/activities that support the development/tourism development of West Manggarai. Some roles are absolutely the responsibilities of the government are as follows: 1) Confirmation and consistency of land use development of tourist areas including secured ownership, rental system, and so on. 2) Protection of the natural environment and cultural heritage to maintain the attractiveness of attractions including the rules of utilization of the environmental resources. 3) Provision of infrastructure: roads, ports, airports, bridges, terminals and tourist transport. 4) Facility fiscal, tax, credit and business licenses are not complicated so that people are more motivated to make efforts to travel.

Keyword: model, development, tourism and regional commodity sector

I. Introduction

The development of tourism likes any other business development, customer feedback, or travelers need to consider the potential market tastes. Products that Customer Oriented to consider the carrying capacity of resources and the optimal environment to be able to reach consumers and product quality are proportionate and are able to contribute the maximum revenue. Therefore, the development of tourism is very important to pay attention to and improve quality. Efforts to improve the quality of products by various components including local government, Entrepreneurship and Society accompanied by demands an understanding of how to manage tourism. One concept of tourism development which can be seeded is a community-based tourism or community-based tourism (CBT), which aims to increase community empowerment in the tourism area that focuses on the development of tourist villages. Community (community based tourism) is developed based on the principles of balance and harmony between the interests of the various stakeholders in tourism development, including government, private and public. Community-based tourism development aims to: 1) empowering citizens; 2) enhance the role and participation in the development of tourism in order to benefit from the economic, social and cultural sustainability of Natural Resources and Environment; 3) provide equal opportunity to all members of society. Therefore, the development of community-based tourism requires coordination and cooperation and impartial role between the various elements of stakeholders including governments, private and public. Therefore one of the main approaches that can be used to develop community-based tourism is a participatory approach. This approach is used to encourage the formation of
partnerships between the parties (stakeholders) are related. In the event that the local community must be grown consciousness of potentials so that they are motivated sense of belonging to the natural resources and cultural assets of tourism development (Dengnoy, 2003).

East Nusa Tenggara (NTT) has the potential attractions include natural attractions and cultural and special interests are adequate and no less interesting attractions to attractions in other areas. Natural diversity consisting of: sea / beaches, lakes, forests, panoramas, waterfalls and more. While the potential of culture consists of various types of local culture, historical heritage, ethnic groups and other traditional events. But the reality of tourism products NTT considered less developed, less competitive and less attracted tourists than other tourist attractions in Indonesia because the lack of promotion, lack of infrastructure and facilities that support to area attractions. For that entrepreneurs need to find weaknesses NTT tourism and sought-solving solutions that competitive advantages of each attraction may soon be upgraded so that it can compete in the highly competitive business arena. From all the above statement raises questions that the strategy of what to do when the manager of the tourism potential market is known and how to increase the number of tourists? To answer the questions above, we are interested in studying it with a reference to the title of “Model as Leading Tourism Development of West Manggarai East Nusa Tenggara Province”.

Formulation of the problem is How to Tourism Development Model as a Leading Sector in West Manggarai of East Nusa Tenggara Province. Research purposes are (a) Identify and analyze the potential for the development of tourism in West Manggarai. (b) Designing a model of tourism development as seed West Manggarai East Nusa Tenggara Province.

II. Theory Overview

2.1. Tourism products

Tourism in its appeal (Fandeli: 1995,3) can be divided into three parts, namely:

a. Fascination Nature: Tourism Attractions natural appeal that is done by visiting a tourist destination that has a unique appeal of nature, like the sea, coast, mountains, valleys, waterfalls, forests and unspoiled attraction.

b. Fascination Culture: Tourism cultural charms are a tour conducted by visiting places that has a unique or cultural distinctiveness.

c. Fascination Special Interest: Tourism is tourism that involves visiting the attractions that match your interests such as sports tourism, spiritual tourism, culinary tourism, shopping tourism, with the kinds of activities include bungee jumping.

Tourism activities there are so-called travel a subject that people who travel and tourist attraction is a tourist destination. The assortment of expert opinion regarding the definition of tourism in the book Wahab (1992: 15) are:

a. E. Guyer Freuler: Tourism is a phenomenon of today that are based on the need for health and the turn of the weather, conscious assessment and foster love for the natural beauty and in particular due to the increasing association of nations and classes of human society as a result of the developments commerce, industry, trade and the improvement of the transportation tools.

b. A.J. Burkart and S. Malik in his book entitled “Tourism, Past, Present, and Future”, states that tourism is the movement of people for a while and in a short time period to destinations outside the place where they normally live and work, and work by their activities during the stay at the destination.

Judging from the present constellation of national tourism, it was realized that the role of government is still dominant in the development of tourism to realize the achievement of progress and success of tourism in a region. Government as regulator, facilitator and motivator is expected to spur a variety of components including private entrepreneurs, educational institutions and the community participates collaboratively in the development of tourism business in a professional manner. NTT provincial government as a regulator and facilitator is expected to take an integrated policy development potential available points of attraction and marketing to domestic and foreign tourists are effectively and efficiently to increase revenue and welfare of the community. In a report Tourism Policy and International Tourism (1987) stated that the success of tourism will have an impact on three main points: 1) The stimulation of national economic growth, 2) The maximization of foreign exchange, 3) The creation of jobs. In addition to a positive impact, tourism is also a negative impact on the economy, among others: first, Leakages of Expenditure. Leaks in an economy occurs when the supply of goods and services required by travelers, it cannot be produced in the economy itself, but to produce them used factors of production coming from outside the economy. As an example; to meet the needs of foreign guests will be drinking the hotel was forced to buy liquor from abroad. Second, Demonstration Effect. A person’s behavior is often influenced by what he saw. So is the behavior of people in the region/state destination is often influenced by the behavior of tourists who visit the area. Third, Displacement...
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Effect. To develop the tourism sector in destinations need adequate facilities. In the provision of the facilities that can sometimes be detrimental to the facilities that have been provided previously. For example the establishment of a five-star hotel to attract tourists usually stay in budget hotels. Fourth, the opportunity cost. Development of tourism facilities is the use of production factors (economic resources) in the tourism sector, which actually these factors can be in use in the development of other economic sectors. For example: an idle land in the wake into a recreational park, the land can actually be used for fishing activities.

According Yoeti (1996: 23) the benefits derived from tourism development are: 1) Increased urbanization as a result of the development of infrastructure and tourism facilities within a region or area of interest; 2) The activity of several industry-related tourist services, such as transport companies, accommodation hospitality, restaurant, entertainments, souvenir shop decoration and gardening, and education; 3) Improve the products and services of cultural products due to the increased consumption of the tourists, such as the emergence of the term culture commercial for the sake of their needs; 4) Spread the equitable distribution of income; 5) Assist in the income distribution of the world population. 6) Increase the multiplier effect on the countries’ tourist reviewing countries; 7) Expand the market of products and services produced in the country; 8) Tourism can restore physical and mental health as a result avoid the rush and pressure, the fresh air and enjoy the pleasant treatments.

Gamal Suwantoro agree to this view, (1997: 25) says there are several underlying reasons for tourism should be the leading sectors to increase local revenue and foreign exchange earnings are:

a. Patterns and travel the world constantly increasing every year.

b. Tourism has become a necessity of human life.

c. Tourism is not so affected by the world economic turmoil, in addition to growth faster than the growth of the world economy.

d. Improving regional economic activity and the double impact of tourism development is getting more real.

e. Indonesia’s tourism potential is spread throughout the country of diverse kinds, will not be sold out.

According to (Soekadjo, 2000: 23), components that make up the tourism product consist of tourism industry; 1) Things to Do; 2) facilities available; and 3) Accessibility.

2.1.1 Attraction

To develop tourism, the preconditions must exist points of attractions that can be visited and enjoyed by tourists. Tourist attractions that can be either long objects existing or new artificial objects. If the object is old, for example, ancient cultural heritage, forests, coastal or island, the development was based on the principle that an object must be presented in a distinctive form and authenticity. Whereas if it is man-made attractions, such as tourism area, swimming pool and golf course, there is the possibility of construction will disturb the balance of the ecosystem. In this context the ecological principles must be adhered to in order not to damage the ecosystem. Tourism attractions will effectively managed if a good impression to tourists, so he was satisfied. Traveler satisfaction depends not only on points of tourist attraction itself, but is also influenced by how to market before presenting travelers. Tourist attractions presented with a sincere and ethical manner can be achieved by adjusting the perspective of space and time. Things will determine the choice for foreign tourists and domestic tourists over whether they will make an area a tourist destination. In order for developing tourist attractions, known and still impressive, necessary diversification and development of diverse tourist attractions, according to the tastes of the needs of travelers. The more interesting tourist attraction in a tourist destination, will lead to more and more number of tourists and increasingly longer they enjoy the natural beauty and attractions are provided.

2.1.2 Facilities

Construction of tourism facilities and attractions certain quantitative and qualitative need to be tailored to the needs of tourists as customers. Quantitatively, tourist facilities refer to the number of tourist facilities which should be provided tangible hotels, restaurants, transportation and others. Qualitatively reflected in the type and quality of services presented the guide to satisfy the needs of travelers. In conjunction with the type and quality of tourism facilities in tourist destinations always refers to certain basic standards nationally and internationally, so that providers of tourist facilities can select or specify the type and quality that will provide. Other facilities required for tourists are places of entertainment, sports facilities, cultural art performances and a souvenir shop. With the availability of an adequate range of facilities that will foster interest and desire of tourists coming to visit the attraction and tends to settle for much longer.
2.1.3 Accessibility

Accessibility is all the facilities provided to facilitate business processes running smoothly and promotes tourism among tourists can meet the needs and desires. Its function is to complete the tourism facilities so as to provide satisfactory services. Without the accessibility of the tourism facilities available to work harder to support the service for tourists and other travelers. Construction of infrastructure and tourist facilities for the condition and location will increase the accessibility of attractions which in turn will increase the attraction itself. In the construction of the necessary integrated coordination between tourism agencies with relevant agencies in various levels. Cooperation at the level of planning that accompanied the integrated coordination at the level of implementation is flexible measures as well as a prerequisite of success in tourism development.

2.2. Development of Tourism Sector As Locomotive (Commodity Sector)

Construction of a tourist attraction must be designed, referring to the potential points of attraction are available by referring to the successful development of criteria covering various eligibility namely;

a. Financial feasibility: in respect of commercial calculation of the construction of tourist attraction. Estimates of costs and benefits that indicate profit/loss had to be taken into account from the beginning. How much later time period required for the return of capital already foreseen.

b. Feasibility socioeconomic regional: carried out to see whether the investment in the construction of a tourist attraction will impact the socio-economic region, covering to create job opportunities and business opportunities, can increase foreign exchange earnings, increasing revenues in other sectors such as: taxes, industry, trade, agriculture and generate revenue for the community.

c. Technical feasibility; Attraction construction should be accounted technically by taking into account the existing carrying capacity. A tourist attraction not has force to be built if the carrying capacity of the attraction is low. The appeal of a tourist attraction will be reduced or lost if the attraction was threatening and endangering the safety of the tourists.

d. Environmental feasibility; environmental impact analysis can be used as a reference for the development activities of a tourist attraction. Construction of tourist attraction have devastating effects on the environment should be discontinued.

The development is based on the basic potential, the possibility can not produce the number of tourist visitation and increased sharply. But relatively few tourists visiting the small segment. Tourists visiting the attractiveness of rural tourism is on the tourist segmented special interest. Such tourist trip wanting a quality travel. Travelers will be able to directly contact deeply with natural objects or the local community. As a consequence of such travel patterns is a long trip so indirectly increase the length of stay of tourists. Perhaps the journey thus pose daily spending tourists (tourist expenditure) are low but have the benefit of increasing employment and an increase in the spread of the broader development and equitable. Because in the route benefit of tourists traveling to the object and more natural attractions are many and varied.

2.3. Framework

The concept of tourism development is now more favored is the community-based tourism or community-based tourism (CBT), which aims to increase community empowerment, in the tourism area. Community (community based tourism) is developed based on the principles of balance and harmony between the interests of the various stakeholders in tourism development, including government, private and public. At Elements Government divided over the Central Government and Local Government (provincial and local governments) where government role as a regulator or policy maker/regulation, build infrastructure such as Airports, Ports/docks, terminals, roads, bridges and so forth as well as the role of a facilitator in this regard provide facilities such as PLN, PAM, Hospital/Health, Immigration Management and Security at tourist sites. At Elements Private/entrepreneur has the role of providing a means of travel such as travel agency travel, transportation, hotel/bungalow, Restaurant/diner, Business micro/small, souvenir shops, shopping centers, bank and so on, while the public is made up of academics, character society, traditional leaders, journalists and others, have a role to create industry crafting household, tour guide, Culinary, Facility activities, home stay, agro-tourism, event tourism, maintenance of Natural Resources and Environment, and consultants farmer to the tourists who come. In the event that the local community should be made aware of their potential so that they have a sense of belonging (sense of belonging) to the range of natural and cultural resources as an important asset in the development of tourism (Dengnoy, 2003). In this context the ecological principles must be adhered to in order not to damage the ecosystem. Tourism attractions will effectively managed if a good impression to tourists, so he was satisfied. Traveler satisfaction depends not only on
points of tourist attraction itself, but is also influenced by how to market by presenting in front of tourists. Tourist attractions presented with a sincere and ethical manner can be achieved by adjusting the perspective of space and time. Things will determine the choice for foreign tourists and domestic tourists over whether they will make an area a tourist destination. In order for developing tourist attractions, known and still impressive, necessary diversification and development of diverse tourist attractions, according to the tastes of the needs of travelers. The more interesting tourist attraction in a tourist destination, will lead to more and more number of tourists and increasingly longer they enjoy the natural beauty and attractions are provided.

III. Research methods

3.1. Research sites

This research will be located in two districts of West Manggarai district that has the best tourist destinations and attractions in East Nusa Tenggara province.

3.2. Research approach

This study used a qualitative approach. In terms of process and objectives, relevant if this study used a qualitative approach, as presented following resources that a qualitative approach, characterized by the goal of research that seeks to understand the symptoms that do not require quantification or cannot be measured precisely, but requires understanding depth (Garna, 1999: 32). Qualitative research, in other words, emphasis on the search for the meaning of a fact or event (understanding, verstehen). A qualitative approach, emphasis on methods of inductive thinking, identification and disclosure of the uniqueness of the phenomena or events studied, in order to construct meaning or deep understanding of a phenomenon or event with emphasis on the real experience of the phenomenon or event, by researchers experience the phenomenon or event it, or by recording the experience of the actors or stakeholders, through interviews.

3.3. Sources and Types of Data

Sources and types of data, appropriate qualitative research approaches, all parties concerned are directly and indirectly with the problem of the study, the researcher’s own form of self, informant, field research and related documents. Meanwhile, data types, grouped into primary data and secondary data where primary data obtained directly from the field through interviews with tourism stakeholders namely the government, businesses and the public, while secondary data are researchers pursue its own collecting these data obtained through library with references, documents, a number of articles of tourism, study and previous studies relating to or considered relevant to the development of community-based tourism in NTT.

3.4. Instruments and Data Collection Techniques

Appropriate qualitative research approach then that becomes the instrument or tool of research is the researcher himself, where qualitative researchers as a human instrument to work to fix the focus of research, selecting informants as a source of data, collecting data, assessing data quality, data analysis, interpret the data and make conclusions on the findings (Sugiyono, 2011: 306). While the technique Collecting data used in this study was the observation, interviews, and documents, by supporting the instrument in the form of guide field observation, interview and document the following kinds of tools and equipment such as tools and supplies recording, counting, storage, duplication, directing, and so forth.

3.5. Data analysis method

Bodgan in (Sugiono 2009 :) stating that the data analysis is the process of searching and compiling data systematically obtained from interviews, field notes, and other materials, so it can be easily understood and the findings can inform on others, obtained from the interviews, field notes, and documentation, by way of organizing data into categories, describe into the units, synthesize, organize into a pattern, choose what is important and that will be studied, and make conclusions so easily understood by themselves or other people. Furthermore, after the data was collected, tabulated and analyzed. Methods of data analysis used in this research is descriptive qualitative.

IV. Discuss

Identify the conditions and characteristics of the region of West Manggarai area covers general conditions, physical characteristics and natural resources, social demography, economy, infrastructure and facilities as well as the city transportation system. A review of the state of West Manggarai regency became one of the basic researches in determining the direction of policies and strategies for regional development in the future.
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4.1 Geographical Condition, Geology and Land Use

4.1.1 Geographical location

West Manggarai Regency is located in the most western part of the island of Flores, between 08° 09’ South latitude and 119° 21’ east longitude. The boundaries of West Manggarai Regency are administratively determined as follows:

a. To the East with Manggarai district;
b. West of Sape Strait, NTB;
c. To the North Sea in Flores;
d. South side is bordered by the Savu Sea.

West Manggarai Regency has an area of 9450.00 km². Of the total area of the land area consists of land on the island of Flores, the island of Komodo, Rinca, Island Longos, and several other small islands is 2947.50 km² consisting of seven districts, namely Komodo, Boleng, Sano Nggoang, Lembor, Welak, Kuwus and Macang boyfriend. The total number of villages /village is owned 121 villages /wards, consisting of 116 villages and 5 villages. And 64% of the remaining area of 6052.50 km² is the ocean region.

4.1.2 Topografi

West Manggarai topography consists predominantly medium altitude region between 100-500 m above sea level. Of the total area of the West Manggarai for this kind of use of land covering an area of 294 746 ha, which can be used by communities to settlements, fields, fields and plantations of 39 771 hectares or 13.49%, whereas the untapped area of 254 975 ha.

4.1.3 Climate

Climate West Manggarai Regency in general there are two types, the mountains tend to be wet, and otherwise the coastal area is dry. Average rainfall is 1905.22 mm / year (source: Department of Transportation). Climate Manggarai Barat generally occurs the dry season and the rainy season. The rainy season lasts from October to April and the dry season lasts from May to September. The highest rainfall of the region, with an altitude of over 1,000 m above sea level, while others are relatively low rainfall.

4.1.4 Flora and Fauna

Flora: The land area of West Manggarai Regency is grassland (savanna), tropical forests (mostly in mountainous areas), mangrove forests and mountain chains and hills. At high altitudes 0-500 meters above sea level (asl) there are meadows, which are widely grown palm plants and grass. Meanwhile, at an altitude of 500-700 meters above sea vivid colors, but slightly different from plants rainforest in Borneo, Java and Sumatra. Bamboo became one of the typical plant in the west Manggarai area.

Fauna: Some types of natural fauna that live in the region of West Manggarai among other birds, mammals, marine mammals, molluscs, fish, reptiles, terrestrial flora, seagrass (sea grass), kelp (sea weed). In addition there are rare animals found in the forest area Mbeliling (districts Sano Nggoang) and forest Bowosie (Komodo District) there are several species of birds endemic in both regions, as are Flores, Serindit Flores, Flores Crow, Kancilan Flores, Pergam Squad Black, Sikaton Ayun, and Kepundang sungu Sumba (Corracina Dhertyl).

4.2 Development of Tourism Sector

Number of tourists visiting West Manggarai regency from 2004-2009, has increased an average of 18.34% of tourists visiting. But in 2009, a change in the percentage of domestic and foreign tourists where domestic tourists increased from that previously did not exceed 50% to 65.43% of all tourists visiting West Manggarai. Tourism sector’s contribution to the regional revenue in 2004 amounted to Rp45.028.300, 2005 amounted Rp77.120.400, 2006 amounted to USD 144 781 750, 2007 and 2009 amounted Rp111.139.000 contributed Rp 52.803 million, income from the sector tourism sourced from real income levied tourism Department of West Manggarai regency of several sources of income either directly managed the Department of tourism (such as Turkish Pede and wae Cicu) or indirectly in the form of rent / land and leased facilities (rental of land in locations Restaurant Puncak Waringin), In terms of tourism potential, West Manggarai district rich in tourism potential that Nature Tourism, Cultural Tourism and Marine Tourism, Sightseeing generally not been developed and localized, places that have been developed are: Island Komdo and Rinca managed by the National Park Komodo, Tourism is the pride of this area
because it is one of the wonders of the world. Sightseeing in West Manggarai regency totaling 68 places spread across seven districts, which has been arranged as many as 9 sights or 13.24%, which is not arranged as many as 4 sights or 7.35%, while most of the attractions in the district, Manggarai west is a natural tourist objects as much as 54 or 79.41%.

Some explanations about the attractions in Labuan Bajo as follows:

Besides Komodo island there are also nature that does not lose its appeal that Cunca Wulang (waterfalls) and Cunca Rami (waterfall). Which is located in the district, in the village Mbeliling Cunca Wulang with a travel time of Labuan Bajo approximately four (4) hours of the waterfall still has not managed or natural.

Lake Sano Nggoang which is a volcanic lake situated in the village of Wae Sano Sano District of Nggoang with the distance of 36 km from the town of Labuan Bajo. The lake has an area of ± 513 ha; the lake ranges between 2.5 - 3 km, the depth of ± 600 m. The lake contains a sulfur content high enough where there are hot springs with boiling point reaches 100-370 ° c. Lake Sano Nggoang they are natural/no manager.

Snake palace is one of the natural park in West Manggarai Regency is located in the village of Galang District of Welak. The travel time from the capital city of Labuan Bajo about 4 hours using public transportation and 2.5 hours if using a motorcycle. In Snake Cave Palace inhabited by snakes types of pythons and in the cave there are also birds that supposedly kalilawar this story is the food for the snakes in the snake palace. Before entering the cave palace Snake first perform ritual ceremonies customary guided by the handler / local community trust, and reportedly said if you want to enter the palace of snakes should be with a clean mind, and do not forget to also have to use safety equipment such as masks, flashlights, oxygen if needed.

This cave called Gua Batu Cermin due to reflection of light at a specific time that will illuminate most of the room was dark inside the cave and often occurs when the sun’s position perpendicular or nearly perpendicular to the surface of the earth. So far has not found evidence that there used to be the ancient people who lived in these caves.
History says that Batu Cermin Cave was discovered by a Dutch missionary Theodore Ver Hoeven in 1951, but many people believe that 1951 is the year of the study, because they believe that before 1951, local communities have already seen and know these caves but they were not interested to look further into the cave.

West Manggarai Regency is a district that has a significant level of development of tourism, where the tourism sector as the leading sectors that support tourism destinations of the world, one of which is a tourist attraction Komodo dragon (*Varanus komodoensis*). The Komodo dragon (*Varanus komodoensis*) the star managed nature Komodo National Park (BTNK) where the Komodo Island is inhabited by an ancient animal remains of prehistoric, has a charm that is so large, both nationally and internationally, and is currently Komodo in the wrong one of the Seven Wonders of the World (New7 Wonder of Nature). To access to the island of Komodo can only use sea transportation with the travel time from the capital city of Labuan Bajo four (4) hours if using a boat and two (2) hours if using a speed boat. The population of Komodo dragons not only exists on Komodo Island but the population is also scattered in several locations: the Island of Rinca Island and the island of Nusa Gilimotang code.

4.3 A Key Factor in the Development of Tourism

Development opportunities attractions in NTT are wide open for the public, micro, small and medium enterprises as well as government. This potential can be sold to investors on the basis of departure on a regulatory framework that has been built by the government. The concept of selling here does not mean to share with others become the property forever, but as a temporary owner for a certain period. Furthermore, there are some destinations and attractions (DTW) which does not require the investor but it can be managed by the local communities themselves with government interference through the rules and policies that build up the business continuity of the
community. For example: the art of dance and music performances as well as cultural, handicraft exhibitions. There is also a traditional market and the provision of unique culinary DTW concerned.

Some roles are absolutely the responsibilities of the government are as follows:

a. Affirmation and consistency of land use development of tourist areas including secured ownership, rental system, and so on.

b. Protection of the natural environment and cultural heritage to maintain the attractiveness of attractions including the rules of utilization of the environmental resources.


d. Facilities fiscal, tax, credit and business licenses are not complicated so that people are more motivated to make efforts to travel

e. Security and convenience traveled through the assignment of special security forces at the site of attraction.

And travel in East Nusa Tenggara to the citizens of Indonesia itself was difficult to do, especially foreigners who come to our area. Problem transport, accommodation and restaurant did not become a major obstacle but to travel to the Destination Region (DTW) visited (local) difficult. This is due to lack of promotion or information that should be accepted by the tourists. The process of decision-making by a prospective tourists tourism activities are actually very complex because a lot of things to consider. Factor personality, charm, resource availability, distance and travel all environmental conditions will determine the rating decision. A factor is that we should inform travelers before they decide to travel. Usually, the more experience the more easily travel excursion options. Therefore, the availability date information on tourism products in a particular area will help people make choices. For that promotion is the key variable in the development of tourism in East Nusa Tenggara .and seen as: An element that creates / rating activities affecting the purchase of products or services appropriate use of their wants and needs and to improve tourist arrivals both domestic and foreign tourists.

The survey conducted in West Manggarai shows that selection Destination Region (DTW) is determined by several factors as follows:

a. Recommendations from friends, family
b. Ads and brochures/leaflets
c. Recommended travel agent

do. The product diversity means; NTT has a wide variety of products and services that should be offered to travelers and tourists willing to choose which objects to be visited, but AKN better products and services are supported by facilities and accessibility sufficient in order for the rating for longer stay and enjoy all the attractions that are served and gain experience, insight and enjoyment are complete so that when tourists are back to where they would recommend to other potential tourists.
4.4 Increase Promotional Activities and Publications

By distributing tourism products to the market, especially in the form of tourism image, prospective tourists not just going to buy in the quantities expected, even if on a stage production policy, the products have been adapted to market demand. Correspondence between the product and the market demand is still to be improved, especially since there is variety of tourism products offered in the market, so that each product must have competitiveness. Direct promotion conducted by all agencies concerned with marketing, namely: tourism component manufacturers, general travel agency and its branches, and travel agents. Promotional activity is an intensive activity in a relatively short time. In the promotional activities organized effort to increase product appeal to potential customers. Consumers and the demand are not cultivated but its products are more tailored to consumer demand. To hold a proper promotion should be realized that are distributed in the market is often not the finished product but only the components alone. For example: the hotel, attractions, conveyance. These components still need to be mixed into a complete tourism product: a trip to the ... by the means of transport ... to visit ... during ... the day. Usually tourists who arrange their own events journey. Below will be discussed promotion of direct and indirect:

4.4.1 Consumer Promotion

The last goal of all marketing and promotional activities is the ones who end up spending money to organize trips: the prospective tourists or potential tourists. The ways commonly used for direct sale are:

a. Demonstration (display) e.g. custom homes, traditional clothes, and pictures.

b. Printed materials (prospectus, leaflets, folders, booklets or brochures) are distributed to the market. Various information and calls can be included in it.

c. The special exhibition in the form of cultural objects, art performances and so on which can be upgraded to “pecan or tourism month” to be held in the market area as well as in the tourist destination itself.

d. Providing a “gift” for a certain period of sale to the consumer, such as travel bags, free tickets to attractions in the area of tourism.

4.4.2 Dealer Promotion

Indirect promotion first of all addressed to the channeling of tourism products, such as general travel agency and its branches, travel agencies, organizations per-streets and so on.

Promotion has several roles gradually be done as follows:

a. Make consumers who do not know become familiar with tourism products and services will be displayed the hospitality, comfort and safety.

b. Deepening the process of introducing consumers to tourism products and services through photos, brochures and documentaries.

c. Make consumers understand the benefits of tourism products that will be enjoyed.

d. By displaying products and services through photos, brochures and documentaries, consumers will make purchases to visit attractions that exist in the destination area.

4.4.3 Publikasi

Publications can be seen that there are three main stages, namely: 1) dissemination of information, 2) cultivation of trust and confidence, 3) sales. Publication ultimately aims to sell a product. information should be presented in such a way so that potential tourists to believe and are confident that he will be able to enjoy what is informed that when he bought the product concerned. Information that is reliable and convincing will lead to motivation to prospective tourists, and a strong motivation ended with the purchase of tourism products. However, this information should not be excessive, causing incorrect picture to prospective tourists. This will cause disappointment to tourists and will eventually become a ‘disinformation’.

4.5 Model of Tourism Development as a Leading Sector

NTT has a lot of tourism potential, varied and unique that can be developed into products / services featured. This potential is owned and controlled by the community so hopefully people can utilize, manage and sell them to tourists. Products/services produced will be more interesting if there was a touch of the cooperation of the businessmen that the private sector will support the development of tourism through the provision of facilities and investment in tourism and government locations will provide the policies and rules governing the implementation of
tourism development in the regions concerned. While tourists will enjoy the products / services provided in the hope that these products will give satisfaction to them and will give you the fondest memories of the time they enjoyed it. And the impact of satisfaction, a tourist would recommend it to others (neighbors, friends) to be able to visit the object in question.

Become an important point in the next figure is the development of internal tourism potential of society must be empowered to be able to know clearly what the benefits of community-based tourism, how to take advantage of opportunities that are available and what is gained when people have worked. Externally namely that the tourism product is not known by the tourists, both domestic and foreign but must go through intensive promotion.

![Tourism Development Models](image)

Figure 5. Model for Tourism Development

V. Conclusion

West Manggarai Regency is one of the locations that became icons of world tourism destinations where there is a tourist attraction "Varanus komodoensis" is also another tourist attraction that both nature and cultural tourism. Therefore, there should be a special concern of stakeholders including the local, provincial, central, and internationally in the form of programs/activities that support the development/tourism development of West Manggarai.

Some roles are absolutely the responsibilities of the government are as follows:

a. Affirmation and consistency of land use development of tourist areas including secured ownership, rental system, and so on.

b. Protection of the natural environment and cultural heritage to maintain the attractiveness of attractions including the rules of utilization of the environmental resources.


d. Facilities fiscal, tax, credit and business licenses are not complicated so that people are more motivated to make efforts to travel

e. Security and convenience traveled through the assignment of special security forces at the site of attraction.
References
Law on Tourism No. 10 of 2009
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