

Development of Useful Cultural Tourism Increase Labor Absorption and Income in Baubau City Southeast Sulawesi Province



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ABSTRACT: This research was carried out in 2020. The problem of cultural tourism in Baubau City is low productivity and competitiveness caused by the not yet optimal utilization of the potential of cultural tourism resources, the lack of integrated promotion systems, weak policy implementation, and inadequate infrastructure supporting cultural tourism.

The results of the CPI analysis show that cultural tourism in Baubau City: (1) Tourist destinations in the Wolio Palace area (a) Wolio Palace Mosque average value of CPI 629, (b) Tombs of the Kings of Buton with an average value of CPI 427, (c) Historical sites of the Wolio Kingdom average CPI value of 424, (2) Art tourism destinations (a) Buton traditional dances average CPI value of 737, (b) Buton regional songs average CPI value of 559. (3) Wolio cultural tourism destinations (a) Wolio traditional clothing culture average CPI value 607, (b) Haroa culture average CPI value of 579, (c) Pakande-kandea culture average CPI value of 580, (d) Gotong royong culture average CPI value of 767.

Concern for cultural values related to the monumental value of the Wolio Sultanate is an important part of the sustainable development of tourist destinations. Preservation of Wolio culture as a method of designing preservation with the collaboration of local government, traditional leaders, and the private sector through cultural galleries, cultural promotion, and cultural festivals, so that the younger generation loves and preserves the culture of the Buton area which will contribute to employment and community income.

KEYWORDS: Development, Cultural Tourism, Labor, Increase, Income

A. INTRODUCTION

The potential for cultural tourism (Tourism Resources) as a resource that has a unique value and diversity in the form of culture and artificial products that are developed has the potential to increase income and employment in the City of Baubau. This potential is a tourist attraction that originates from works and customs that have become the habits of the people of Baubau City. These cultural tourism resources are in the form of cultural heritage sites, community customs, customary law, mutual cooperation culture, religious culture and rituals, the manufacture of valuable objects, and traditional arts which are usually performed by the people of Baubau City. The roots of traditional culture and art are shown by the characteristics of togetherness, kinship and mutual cooperation, so that the management of cultural tourism attractions is in accordance with the local wisdom available in Baubau City.

The culture of the people of Baubau City has two sides, on the one hand the culture of the people of Butonese is based on local norms and traditions that have long been passed down from generation to generation which will be maintained. On the other hand, the Butonese are trying to stem the influence of norms from outside traditions. So we need a concept that can embrace all sides as a strength to develop traditional culture in developing tourism attractions that will increase people's income and employment in Baubau City. Based on the survey results, cultural phenomena in Baubau City have the opportunity to become a large segmentation of the tourism industry, because there are many kinds of art, heritage, and cultural attractions to explore and experience directly various activities related to culture in Baubau City.

Cultural and arts tourism as a partnership between the customs of the people of Butonese and the tourism industry creatively elevates the uniqueness and habits of the local people of Baubau City. The partnership was formed because traditional arts and

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community culture add to the attractiveness of tourist destinations that can attract tourists while increasing income and employment in Baubau City. Culture becomes an internal force to attract tourist visits, the interaction between traditional arts and culture with dynamic tourism that is oriented towards marketing, and the introduction of various traditional arts and cultural activities in Baubau City. Collaboration between the community, local government, private sector, and academia has built synergy in the development of arts and culture as a tourist attraction to provide imaginative experiences and encourage the authenticity of artistic and cultural products to increase income and absorb labor through the development of tourist destinations. culture-based in Baubau City.

The design of a cultural tourism development plan to increase people's income and employment is based on regional typology, local wisdom, resources, traditional culture, and traditional arts. The cultural tourism development model is based on the values of needs, initiatives, and opportunities to increase the income and employment of the local community of Baubau City. Cultural tourism in Baubau City has a backward linkage that spurs economic growth through the development of Buton Palace tourism, the development of traditional arts tourism, and the development of traditional cultural tourism. This condition will absorb labor and increase community productivity, thereby increasing people's income and gradually reducing poverty and unemployment. The future linkages will spur the growth of the handicraft industry providing art and cultural inputs, as well as encouraging the growth and development of the home industry and culinary industry which creates a multiplier effect, thereby increasing people's income, employment, and sustainable economic growth in Baubau City.

The aims of this study were: (1) to analyze tourist perceptions of the development of cultural tourism in increasing income and employment in Baubau City, and (2) to analyze the role of the development of traditional arts and culture tourism in increasing income and employment in Baubau City. Based on the potential resources for developing cultural tourism and the research objectives, it is time for the Baubau City Government to collaborate with institutions or communities engaged in the tourism sector to take promotional actions to encourage the development of traditional arts and culture of the Baubau City community for potential tourists at the national and international levels. The novelty of this research is that its analysis places more emphasis on employment and increasing income, while previous studies emphasized its analysis on the study of factors influencing the preservation and development of the arts and culture of society. Thus this research has contributed to economics through the role of developing cultural tourism in an effort to absorb labor and increase people's income in Baubau City.

B. ANALYSIS METHOD

Analysis of the development of cultural tourism as an effort to increase income and employment in Baubau City uses the CPI method or the Comparative Performance Index Technique (Marimin, 2004). With the following formula:

$$A_{ij} = X_{ij} (\min) \times 100 / X_{ij} (\min)$$

$$A_{(i+1,j)} = (X_{i+1,j}) / X_{ij} (\min) \times 100$$

$$I_p = A_{ij} \times P_j$$

Information :

A_{ij} = value of the i -th alternative on the j -criteria

$X_{ij} (\min)$ = value of the i -th alternative at the j -th minimum initial criteria

$A_{(i+1,j)}$ = value of the i -th alternative + 1 at the j th initial criterion

$(X_{i+1,j})$ = value of the i -th alternative + 1 on the j -th initial criterion

P_j = importance weight of the j th criterion

I_{ij} = alternative index to I

$I = 1, 2, 3, \dots, n$

$J = 1, 2, 3, \dots, m$

C. RESEARCH RESULT

1. Results of Focus Group Discussion (FGD)

The results of the Focus Group Discussion (FGD) show: (a) Baubau City has a wide variety of traditional arts and culture, (b) traditional culture is still well maintained and preserved, passed down from generation to generation, (c) has the potential for tourism development (d) has the potential to increase income the community (e) has the potential to develop a craft industry based on local wisdom, (f) has the potential to absorb labor (g) The location of the area is very strategic in accessing tourism information, resources and marketing.

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Factors influencing the development of cultural tourism in Baubau City are: (1) Availability of human resources who have the creativity to provide, package, and present fun tour packages as well as tour guides who are skilled at selling tourism products. (2) The natural resources and environment of traditional arts and culture are highly preserved and their beauty is the basic capital for the development of cultural tourism. (3) Promotion has not been coordinated, either through brochures, exhibitions, mass media, internet and posters, as well as management cooperation with travel agencies, hotels, educational institutions and transportation services. (4) Adequate support for facilities and services, ease of accommodation and transportation, and public awareness creates a relaxed and clean atmosphere.

The support for cultural tourism development facilities in Baubau City are: (1). Tourist Attraction facilities include toilets, souvenir stalls, seats, meeting points, visitor wards, interpretation facilities, parking lots, and guard posts. (2). Accommodation facilities include 61 hotels with 907 rooms and 1,247 beds. (3). Food and Drink Facilities with a wide variety of traditional specialties such as grilled fish and parende meatballs, rawon, coto, konro and so on. (4). Information facilities in the form of a Tourism Information Center (TIC) in each tour have not functioned optimally. (5). Tourism Signs are available but the quantity and quality are inadequate. (6). Travel facilities including ticket bookings, accommodation bookings, and travel document management are readily available. (7). Market facilities, shops, kios and plazas/supermarkets/mini markets/supermarkets have developed in Baubau City.

2. Cultural Tourism Analysis Based on Tourist Perceptions

The development of cultural tourism in Baubau City is based on the development of the Buton Palace tourism, the development of traditional arts tourism, and the development of traditional cultural tourism. The results of the Focus Group Discussion (FGD) indicators measure tourist satisfaction as well as the advantages of cultural tourism in Baubau City in terms of increasing income and employment according to tourist perceptions, shown in table 1 below.

Table 1. Tourist Perceptions of cultural tourism in Baubau City

Kind	Perception	Wisman		Wisnus		Total		Total
		Orang	%	Orang	%	Orang	%	P+SP
Service availability transportation Getting to the Attractions	Very dissatisfied	0	0,0	0	00,0	0	00,0	83,33
	Not Satisfied	0	00,0	0	00,00	0	00,00	
	Enough	0	00,0	7	23,33	7	20,59	
	Satisfied	2	50,0	8	26,67	10	29,41	
	Very satisfied	2	50,0	15	50,00	17	50,00	
	Total	4	100	30	100	34	100	
Road Conditions to Tour destinations	Very dissatisfied	0	0,0	0	00,0	0	00,0	66,67
	Not Satisfied	0	00,0	0	00,00	0	00,00	
	Enough	1	25,0	5	16,67	6	17,65	
	Satisfied	1	25,0	6	20,00	7	20,59	
	Very satisfied	2	50,0	19	63,33	21	61,76	
	Total	4	100	30	100	34	100	
Availability restaurant Around the Attractions	Very dissatisfied	0	00,00	0	00,0	0	00,0	89,41
	Not Satisfied	0	00,00	0	00,00	0	00,00	
	Enough	0	00,00	0	00,00	0	00,00	
	Satisfied	1	25,00	10	33,33	11	32,35	
	Very satisfied	3	75,00	20	66,67	23	67,65	
	Total	4	100	30	100	34	100	
Availability restaurant Around the Attractions	Very dissatisfied	0	00,00	0	00,00	0	00,00	66,67
	Not Satisfied	0	00,00	0	00,00	0	00,00	
	Enough	1	25,00	9	30,00	10	29,41	
	Satisfied	1	25,00	11	36,67	12	35,29	
	Very satisfied	2	50,0	10	33,33	12	35,29	
	Total	4	100	30	100	34	100	
Availability	Very dissatisfied	0	00,0	0	00,00	0	00,00	58,33

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toilet & clean water around tourist attractions	Not Satisfied	0	00,0	2	6,67	2	5,88	
	Enough	1	25,0	5	16,67	6	17,65	
	Satisfied	2	50,0	13	43,33	15	44,12	
	Very satisfied	1	25,0	10	33,33	11	32,35	
	Total	4	100	30	100	34	100	
Availability of tourist information in Baubau City	Very dissatisfied	0	00,00	0	00,00	0	00,00	66,67
	Not Satisfied	0	00,0	0	00,00	0	00,00	
	Enough	1	25,0	11	36,67	12	35,29	
	Satisfied	2	50,0	10	33,33	12	35,29	
	Very satisfied	1	25,0	9	30,00	10	29,41	
	Total	4	100	30	100	34	100	
Availability of tourist guides and security around tourist attractions	Very dissatisfied	0	00,0	0	0,00	0	00,00	58,33
	Not Satisfied	0	00,0	3	10,00	3	8,82	
	Enough	1	25,0	5	16,67	6	17,65	
	Satisfied	2	50,0	14	46,67	16	32,35	
	Very satisfied	1	25,0	8	26,67	9	26,47	
	Total	4	100	30	100	34	100	

Source: Primary data, analyzed, 2020

Table 1. Above shows the results of tourist perceptions of the development of cultural tourism in order to increase employment and income for the people of Baubau City (1). The cultural tourism accessibility indicator has a preference of 83.33 percent, addressing the accessibility of tourists from their place of origin to their destination quickly at a low cost in meeting their needs in tourist areas. (2). The indicator for the condition of the road to the cultural tourism area has a preference of 66.67 percent, indicating that the condition of the road to tourism is quite good, safe and smooth to take tourists from their place of origin to the cultural tourism object. (3). The indicator for the availability of restaurants around cultural tourism gives a preference of 89.41 percent, indicating that the availability of restaurants in tourist areas is very good, in meeting the needs of tourists while in cultural tourism locations. (4). The indicator for the availability of lodging around cultural tourism has a preference of 66.67 percent, indicating that availability has met the standard needs of tourists. (5). The indicator for the availability of toilets for each cultural tourism object has a preference of 58.33 percent, meaning that the condition of toilets in cultural tourism areas is good enough to support tourism development (6). The indicator of the availability of cultural tourism information has a preference of 66.67 percent, indicating that the availability of cultural tourism information is quite good in guiding tourists. (7). Indicators of Availability Cultural tour guides have a preference of 58.33 percent, that tour guide services in cultural tourism areas have met the expectations of tourists visiting Baubau City.

3.3. CPI Analysis of Cultural Tourism in Baubau City

Analysis of each tourist object is carried out based on the Performance Comparison Index for each variable and component of the criteria set. This is intended to find out how big the carrying capacity-based tourist attraction for cultural tourism development is on the absorption of labor and increasing people's income in Baubau City. Analysis of the determination of each variable and criteria using data from agency opinions and primary data from local community and tourist respondents, the results of the analysis are presented as follows:

3.3.1. Results of Analysis of Buton Palace Tourism

The results of the CPI (Comparative Performance Index) analysis, the criteria for each variable of the Buton Palace tourism on labor absorption and increased income for the people of Baubau City, are presented in Table 2. below:

Table 2. Analysis of tourist destinations for the Wolio Palace Complex in Baubau

Tour Destinations	Variable	Criteria	Value CPI	Average CPI
	Tourist attractions	It has beauty, is well preserved and preserved	507	747
		It has historical and educational value	986	

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Keraton Wolio Mosque	Accessibility and Supporting Facilities	Road quality and travel time to tour	644	509
		Passthrough public transport routes	708	
		Availability of lodging and restaurants	524	
		Availability of parking lots, toilets, clean water, electricity and telephone networks	396	
		Availability of a tour guide and security	275	
	Labor absorption	Increased labor absorption	277	694
		Improvement of employability skills	333	
		Improved work ethic	252	
	Increased Revenue	Increase in the income of the general public	324	565
		Increase in Restaurant Owner's Income	742	
		Increase in Hotel owner Revenue	629	
		Increase in Revenue of Transport owners	577	
Tomb of the Kings of Wolio	Tourist attractions	Has beauty, is well preserved and preserved	463	693
		Has historical and educational value	922	
	Accessibility and Supporting Facilities	Quality of roads and travel time to tour	544	422
		Passthrough public transport routes	622	
		Availability of lodging, restaurants etc.	524	
		Availability of parking lots, toilets, clean water, electricity and telephone networks	276	
		Availability of a tour guide and security	145	
	Labor absorption	Increased labor absorption	176	188
		Improvement of employability skills	133	
		Improved work ethic	254	
Increased Revenue		Increase in the income of the general public	224	403
		Increase in Restaurant Owner's Income	642	
		Increase in Hotel owner Revenue	277	
		Increase in Revenue of Transport owners	469	
Historical sites of kerajaan wolio	Tourist attractions	It has beauty, is well preserved and preserved	544	683
		It has historical and educational value	822	
	Accessibility and Supporting Facilities	Quality of roads and travel time to tour	624	469
		Passthrough public transport routes	376	
		Availability of lodging, restaurants etc.	445	
		Availability of parking lots, toilets, clean water, electricity and telephone networks	429	
	Labor absorption	Increased labor absorption	162	159
		Improvement of employability skills	177	
		Improved work ethic	139	
	Increased Revenue	Increase in the income of the general public	488	393
		Increase in Restaurant Owner's Income	569	
		Increase in Hotel owner Revenue	427	
		Increase in Revenue of Transport owners	479	

Source: Primary Data (processed & analyzed)

The results of the CPI analysis table 2 above show that the Keraton Wolio tourism complex is one of the leading cultural tourism destinations that needs attention to be developed in Baubau City. This superiority can be seen from the high CPI average value of Tourist Attraction in each tourist attraction, namely the Wolio Palace Mosque, the Tombs of the Kings of Buton, and the historical sites of the Wolio Kingdom. The results of the CPI analysis show (1) Keraton Wolio Mosque, the average employment variable is 694, community income is 565, accessibility and supporting facilities are 509, and tourist attraction is 747. (2) Tombs of the Kings

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of Buton, the average employment variable is 188, community income 403, accessibility and supporting facilities 422, and tourist attraction 693. (3) Historical sites of the Kingdom of Wolio, the average employment variable is 150, community income is 393, accessibility and supporting facilities is 469, and tourist attractiveness is 683. The results of the CPI analysis shows that the tourism destination of the Keraton Wolio Complex still has a relatively low role in increasing employment and increasing the income of the people of Baubau City. However, the average CPI analysis of the tourist attractions of the Keraton Wolio Mosque, the Tomb of the Kings of Buton, and historical sites of the Wolio Kingdom shows high, so it still requires attention from the policies of the Baubau City government and the people of Baubau City to be developed, especially from the variable availability of supporting facilities.

3.3.2. Results of the Analysis of Regional Art Tourism in Baubau City

The results of the CPI (Comparative Performance Index) analysis, the criteria for each variable of traditional arts tourism on labor absorption and increased income in Baubau City, are presented in table 3. as follows:

Table 3. Analysis of Regional Arts Tourism Destinations in Baubau City

Tour Destinations	Variable	Criteria	Value CPI	Average CPI
Traditional Butonese dance	Linda Dance	has a tourist attraction	816	972
		has historical and educational value	887	
		Increase people's income	127	
	Kalegoa Dance	has a tourist attraction	748	508
		has historical and educational value	808	
		Increase people's income	114	
	Potimbe Dance	has a tourist attraction	777	687
		has historical and educational value	833	
		Increase people's income	152	
	Bosu Dance	has a tourist attraction	724	781
		has historical and educational value	842	
		Increase people's income	177	
Butonese folk songs	Batu Poaro	has a tourist attraction	827	745
		has historical and educational value	819	
		Increase people's income	163	
	Lawananto	has a tourist attraction	744	522
		has historical and educational value	822	
		Increase people's income	124	
	Sope sope	has a tourist attraction	876	422
		has historical and educational value	837	
		Increase people's income	154	
	Tana Wolio	has a tourist attraction	824	548
		has historical and educational value	842	
		Increase people's income	177	

Source: Primary Data (Processed & Analyzed)

The results of the CPI analysis table 2 above show that Regional Art tourism destinations are one of the leading cultural tourist destinations that need attention to be developed in Baubau City. Analysis of Buton Regional Art tourism destinations consists of two (2) categories, namely (1) Buton traditional dances, and (2) Buton regional songs. Four themes were taken for each category as sample variables for the leading tourism arts destinations in Baubau City. The following are the results of the CPI analysis for each theme, its role in employment and community income: (1) Buton traditional dance, Linda Dance average CPI score of 972, Kalegoa Dance average CPI value of 508, Potimbe Dance average CPI value of 687, Bosu Dance average CPI value of 781. (2) Buton regional songs, Batu Poaro songs average CPI value of 745, Wananto songs average CPI value of 522, Sope sope songs average CPI value of 422, Tana Wolio songs average CPI value of 548. CPI analysis results for Baubau City Art Tourism Destinations show that it is still relatively low role in increasing employment and increasing the income of the people of Baubau City. However, the average CPI analysis of tourist attractions Buton traditional dances and Buton regional songs shows high, so it requires collaboration

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between the regional government, traditional leaders, art lovers, and the private sector to develop through Buton regional dance and song art studios, so that become a tourist destination that contributes to increasing employment and increasing the income of the people of Baubau City.

3.3.3. Results of Analysis of Traditional Cultural Tourism

The results of the CPI (Comparative Performance Index) analysis, the criteria for each variable of traditional cultural tourism on labor absorption and increased income in Baubau City, are presented in table 4. as follows:

Table 4. Analysis of Traditional Cultural Tourism Destinations in Baubau City

Tour Destinations	Variable	Criteria	Value CPI	Average CPI
Budaya Pakaian Adat Wolio	attractiveness	Have beauty and be preserved	598	748
		Mhas historical and educational value	897	
	Labor absorption	Increased labor absorption	574	532
		Improvement of employability skills	587	
		Improved work ethic	436	
	Increased Revenue	Increase in people's income	459	542
		Income of craftsman / salon owner	624	
		Tourist visit revenue	542	
	Budaya Haroa	attractiveness	It has beauty and is preserved	777
Has historical and educational value			828	
Labor absorption		Increased labor absorption	577	466
		Improvement of employability skills	445	
		Improved work ethic	376	
Increased Revenue		Increase in people's income	537	467
		Restaurant / traditional leader income	445	
		Revenue from tourist visits	424	
Budaya Pakande-kandea		attractiveness	It has beauty and is preserved	742
	Has historical and educational value		877	
	Labor absorption	Increased labor absorption	451	489
		Improvement of employability skills	527	
	Increased Revenue	Increase in people's income	599	441
		Restaurant / traditional leader income	337	
	Revenue from tourist visits	386		
Budaya Gotong Royong	attractiveness	Memiliki keindahan dan dilestarikan	688	793
		Memiliki nilai sejarah dan edukasi	898	
	Labor absorption	Peningkatan daya serap tenaga kerja	877	848
		Peningkatan keterampilan kerja	792	
	Increased Revenue	Peningkatan etos kerja	876	660
		Peningkatan pendapatan masyarakat	842	
	Increased revenue	Peningkatan Pendapatan usaha	774	660
		Pendapatan dari kunjungan wisatawan	364	

Source: Data Primer (diolah & dianalisis)

The results of the CPI analysis table 4 above show that Traditional cultural tourism destinations are one of the leading cultural tourist destinations that need attention to be developed in Baubau City. Sample Analysis Regional cultural tourism destinations consist of two (4) categories, namely Buton traditional dress culture, Haroa Culture, Pakande-kandea Culture, and Gotong royong Culture, each category having a variety of different characteristics as well as being an advantage of Buton culture which has high attractiveness. The results of the CPI analysis show (1) Butonese traditional dress culture, the average employment variable is 532,

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community income is 542, and tourist attractions are 748. (2) Haroa culture, the average employment variable is 466, community income is 467, and tourist attractions are 803. (3) Pakde-kandea culture, the average employment variable is 489, community income is 441, and tourist attraction is 810, (4) Gotong royong culture, the average employment variable is 848, community income is 660, and tourist attraction is 793. CPI analysis results This shows that the Cultural Tourism Destinations in Baubau City still have a relatively low role in increasing employment and increasing the income of the people of Baubau City. However, the average CPI analysis shows the high attractiveness of cultural tourism in traditional clothing of Buton, Haroa cultural tourism, Pakande-kandea cultural tourism, and Gotong royong cultural tourism, requiring collaboration between regional governments, traditional leaders, and the private sector to develop tourist destinations. culture of Buton through cultural workshops, cultural promotions, and cultural festivals, so that the younger generation loves Butonese culture more and more, as well as a medium to contribute to increasing employment and increasing the income of the people of Baubau City.

IV. CONCLUSION

1. Cultural tourism destinations in Baubau City have the potential to be developed: (1) Tourism destinations in the Wolio Palace area (a) Keraton Wolio Mosque, (b) Tombs of the Kings of Buton, (c) Historical Sites of the Wolio Kingdom (2) Art tourism destinations (a) Buton traditional dances, (b) Buton regional songs. (3) Wolio cultural tourism destinations (a) Wolio traditional clothing culture, (b) Haroa culture, (c) Pakande-kandea culture, (d) Mutual cooperation culture.
2. Factors influencing the development of cultural tourism: (a) Creative human resources presenting tour packages, and skilled tour guides selling tourism products. (b) Cultural tourism object resources that are maintained (c) Promotions that are continuously implemented (d) Accommodation, consumption, transportation and other supporting facilities.
3. The results of the CPI analysis show that cultural tourism has a high appeal, but does not contribute much in increasing the absorption of labor and people's income.

V. RECOMMENDATIONS

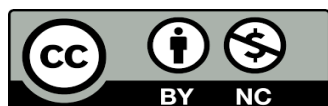
1. Cultural tourism in Baubau City needs to pay attention to the development and improvement of: (a). Tourist attraction facilities include toilets, souvenir stalls, seats, meeting points, visitor wards, interpretation facilities, parking lots, and guard posts. (b). Accommodation facilities include hotels, inns, restaurants and restaurants. (c). Information facilities in the form of a Tourism Information Center (TIC) in each tour. (d). Security Facility. (e). Tourism Signs. (f). Travel Facilities include ticket bookings, accommodation bookings, and travel document processing.
2. The management of culture as a tourist object cannot be separated from the three main components of the tourism system which influence each other, namely Product, Market and Institution. Optimizing the main components of mart Promotion, Consistent Branding, Market Identification as a strategy to advance cultural tourism destinations in Baubau City. Therefore, the development of cultural tourism in Baubau City requires collaboration between the regional government, traditional leaders, and the private sector to develop Butonese cultural tourism destinations through cultural workshops, cultural promotions, and cultural festivals, so that the younger generation loves and preserves culture more. Butonese area.
3. The application of the Heritage Planning concept which combines the preservation of past cultural heritage and Baubau city planning provides a strong reason to maintain culture as a tourist destination in Baubau City. Awareness and concern for the values of cultural heritage related to the monumental value of the Wolio Sultanate as a "living and preserved" cultural heritage is an important part of sustainable development to improve tourist destinations in Baubau City. Thus a Historic Urban Landscape (HUL) approach is needed that the preservation or conservation of the cultural heritage of Baubau City not only protects physical goods, but as a method for managing and designing plans for the process of cultural preservation from generation to generation which contributes to employment and increasing people's income. Baubau City.

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