

STUDY OF ESTABLISHMENT OF SPECIAL ECONOMIC ZONES OF TOURISM OF ROTE NDAO REGENCY

Donny Teguh Santoso Junias^{1*}, Meyulinda Aviana Elim², Raden Setyo Budi Suharto³
^{1,2,3} State Polytechnic of Kupang
*E-mail : tsjdonny@gmail.com

Abstract

The purpose of this study is to analyze the readiness of the Special Economic Zone of Tourism through regional strategic factors and mapping of tourist destination areas in Rote Ndao Regency. Regional development policy is an important instrument in overcoming regional problems, optimizing regional potential, reducing regional disparities, accelerating regional development, increasing regional competitiveness and excellence and improving the welfare of local communities. The data analysis technique uses descriptive qualitative analysis method with an exploratory approach. The results showed that Rote Ndao Regency was considered ready to be a Special Economic Zone of Tourism in terms of the aspects of the tourism industry and other strategic aspects such as infrastructure facilities and local human resources. Commitment and high synergy between the central government, Rote Ndao Regency government, local communities, the private sector, and foreign support will accelerate regional development to optimize regional excellence and improve national competitiveness.

Keywords: Special Economic Zone, Mapping of tourist destination areas, Tourism, Rote Ndao Regency

INTRODUCTION

In Indonesia's national development agenda through the 2015-2019 National Medium-Term Government Plan (RPJMN) explains that the government needs to consider a national priority agenda that states the importance of tangible and measurable policies, programs and activities to accelerate regional development, including increasing community productivity and power competitiveness of products and resources in the international market, as well as the realization of economic independence by mobilizing strategic sectors of the domestic economy (BAPPENAS, 2016). Regional development policy is one of the important instruments in overcoming regional problems, optimizing regional potential, reducing regional disparities, accelerating regional development and developing regional competitiveness and excellence. Therefore, several efforts made in the context of developing this region include optimizing the resources owned by the regions, both natural resources, human resources, and technology while still prioritizing sustainable development.

A synergy of the Central and Regional Governments, partnerships with the private

sector and the community must be increased to strengthen regional competitiveness to improve national/ international competitiveness. This synergy is carried out through the transformation of increasing regional resource capacity which has an important role in increasing productivity, efficiency and added value of natural resources, strengthening the capacity of science and technology, and providing integrated infrastructure (BAPPENAS, 2016; Junias, 2015; Junias et al. 2017). The existence of the ASEAN Economic Community can certainly affect aspects of the economy and investment in Indonesia. Thus the Indonesian Government is deemed necessary to improve the competitiveness of the national economy through investment activities that will encourage increased regional and national development and competitiveness as well as reorientation of development policies, programs and activities to increase productivity and high added value. One of the development policies and programs is through increasing the preparation of areas in strategic areas, especially Special Economic Zones (SEZ).

Development of special economic zones that focus on the tourism industry needs to optimize regional tourism through the

development of tourist destinations, hotels, restaurants and other facilities (BAPPENAS, 2016; Junias et al., 2017). Development of strategic areas is inseparable from the availability of infrastructure, supporting facilities include roads, bridges, ports, airports, availability of electricity, clean water and facilities / telecommunications networks and human resources which are important instruments in the development of SEZs (BAPPENAS, 2016; Junias, 2015; Junias et al., 2017). The development of this special area is faced with various obstacles and problems caused by the level of regional readiness not yet adequate in facing national, global or international market competition. This condition can be caused by the lack of good local government regulations, low community participation/synergy, or inadequate infrastructure facilities (Junias, 2015). The Rote Ndao Regency area which is geographically adjacent to several neighboring countries such as the Democratic Republic of East Timor and Australia is very possible to be used as a national strategic factor to increase regional competitiveness and increase the welfare of local communities through the tourism industry (Elim, 2017; Junias et al., 2017)

The purpose of this study refers to previous research conducted by Junias et. al., (2017), namely to further analyze the regional strategic factors and the mapping of tourist destination areas related to the readiness of the national strategic area of the Special Economic Zone of Rote Ndao Regency in the tourism sector.

METHOD

The location of this research is the Regional Government of Rote Ndao Regency, with the object of research that is related to the potential development of strategic economic areas specifically in tourism. This study uses an exploratory approach by examining both theoretical and empirical studies and the policies and government regulations that apply to support the development program for tourism-specific economic zones. The research data uses observational data or interviews with

interested parties as well as those obtained from the Central Bureau of Statistics (BPS), electronic sites of regional governments, as well as from theoretical and empirical articles/studies related to research objectives. The data analysis technique uses descriptive qualitative analysis method with an exploratory approach regarding the assessment of tourism aspects as an instrument for assessing the feasibility of national strategic area development that supports the development plan of special economic zones - tourism (BAPPENAS, 2016).

RESULTS AND DISCUSSION

Rote Ndao is one of the Regency in East Nusa Tenggara Province, located in the South of Indonesia and directly adjacent to the country or continent of Australia so that it has a very strategic geographical factor for the development of its territory. Located at 10°25'-11°15' South Latitude and 121°49'-123°26' East Longitude, with the capital city of Ba'a, it has an area of 1,280.1 km² and has a population of 153,792 people with a population density of 120 people / km², with the highest population density in Lobalain District, which numbered 31,818 people. Along with the dynamics of regional development, Rote Ndao Regency has ten sub-districts, namely Lobalain District, Rote Timur, Pantai Baru, Rote Tengah, Rote Selatan, Rote Barat, Rote Barat Daya, Rote Barat Laut, Landu Leko and Ndao Nuse District, with a total of 82 villages (BPS, 2016).

BPS data (2016) shows that tourism activities in Rote Ndao District have been supported by the availability of hotel occupancy infrastructure that reaches 23 hotels, consisting of several hotel classes with total rooms reaching 238 rooms. This was followed by the availability of supporting facilities in the form of restaurants which were utilities for community activities to support tourism activities around tourist destinations, namely 37 restaurants. Tourist attraction in this regency shows a significant increase where tourism visit data reached 3,290 tourists with foreign tourists reaching 1,891 people (57.5%).

Table 1. Classification of Coastal Tourism Destinations

| No. | Travel Destinations | Location |
|-----|-----------------------|---------------------------|
| 1 | Pantai Dombo | Mokdale – Lobalain |
| 2 | Tiang Bendera Belanda | Baadale – Lobalain |
| 3 | Batu Termanu | Fopo – Rote Tengah |
| 4 | Pantai Putih Sosadale | Sosadale – Rote Tengah |
| 5 | Pantai Nusakdale | Nusakdale – Pantai Baru |
| 6 | Batu Ndao | Tesabela – Pantai Baru |
| 7 | Pantai Oeledo | Oeledo – Pantai Baru |
| 8 | Pantai Pintu Bo'a | Bo'a – Rote Barat |
| 9 | Pantai Nemberala | Nemberala – Rote Barat |
| 10 | Pantai Sai Oebole | Mbueain – Rote Barat Laut |
| 11 | Pantai Sanama | Oelasin – Rote Barat Daya |
| 12 | Pantai Oeseli | Oeseli – Rote Barat Daya |
| 13 | Pantai Oebou | Oebou – Rote Barat Daya |
| 14 | Laut Mulut Seribu | Daiama – Landu Leko |
| 15 | Pantai Oesosole | Faifua – Rote Timur |
| 16 | Pantai Inaoe-Masi Dae | Inaoe – Rote Selatan |
| 17 | Pantai Laviti | Landu Leko |
| 18 | Pantai Tongga | Mbueain – Rote Barat |
| 19 | Pantai Oebi'ik | Dodaek – Rote Selatan |
| 20 | Pantai Litanak | Oelua – Rote Barat Laut |
| 21 | Pantai Oelaba | Oelua – Rote Barat Laut |

Source: BPS, 2016; Processed data, 2018

Table 2. Classification of Ecological / Natural Tourism Destinations

| No. | Travel Destinations | Location |
|-----|-----------------------------|-------------------------------|
| 22 | Pemandian Oemanu | Mokdale – Lobalain |
| 23 | Tangga 300 Mandoo | Mandoo– Lobalain |
| 24 | Danau Peto | Peto – Rote Tengah |
| 25 | Oeleak | Hala – Rote Tengah |
| 26 | Batu Ofak | Kola – Rote Tengah |
| 27 | Goa Sanilai | Oenitas – Rote Tengah |
| 28 | Letediu | Oeledo – Pantai Baru |
| 29 | Danau Oehela | Sedeoen – Rote Barat |
| 30 | Danau Oendui | Sotimori – Rote Timur |
| 31 | Goa Intan | Inaoe – Rote Selatan |
| 32 | Goa Saina | Dodaek – Rote Selatan |
| 33 | Tanjung Nggolo | Dodaek – Rote Selatan |
| 34 | Gunung Ingulai | Tebole – Rote Selatan |
| 35 | Laut Pulau Do'o | Do'o – Ndao Nuse |
| 36 | Dataran Ndana | Pulau Ndana – Rote Barat Daya |
| 37 | Air Terjun Kod'de | Daleholu – Rote Selatan |
| 38 | Pemandian Sulimatan (Mamen) | Edalode, Pantai Baru |
| 39 | Danau Oemasapoka | Sotimori – Landu Leko |
| 40 | Danau Laut Mati | Sotimori – Landu Leko |

Source: BPS, 2016; Processed data, 2018

Table 3. Classification of Cultural / Historical Travel Destinations

| No. | Travel Destinations | Location |
|-----|-----------------------------|---------------------------|
| 41 | Goa Jepang | Bebalain – Lobalain |
| 42 | Benteng Raya Lelemeh | Sonimanu – Pantai Baru |
| 43 | Goa Niak | Pantai Baru |
| 44 | Teluk Fei – bangkai pesawat | Mukekuku – Rote Timur |
| 45 | Rumah Adat | Oebafok – Rote Barat Daya |
| 46 | Rumah Raja | Namodale – Lobalain |

Source: BPS, 2016; Processed data, 2018

Most tourism potential is an object of the sea or coast. According to Government Tourism office data (2016), there are approximately 36 tourist destinations which are dominated by sea/beach attractions by 50%. Famous destinations such as Nemberala Beach in Rote Barat have become one of the spots of the International Surfing Tournament. Not only beach/sea tourism, but natural tourism and

historical areas also become attractive destinations for tourists, such as the Japanese Cave in Lobalain, Sanilai Cave and Termanu Stone in Rote Tengah. All of that shows that Rote Ndao Regency is one of the "tourist paradises" in East Nusa Tenggara Province which can be developed into a world-class tourist area.

Figure 1. Mapping the Area of Tourism Destination in Rote Ndao Regency



Source: BPS, 2016; Processed data, 2018

Development of the Rote Ndao Regency area as one of the tourism industry areas requires the support of other aspects to strengthen the existence of the tourism industry in question, including human resources and infrastructure facilities (BAPPENAS, 2016). The local government continues to give special and serious attention to encourage and implement a number of programs and activities that it feels will be able to increase the capacity or capability of human resources or local communities. The main target of this development is to improve the quality of human resources, which can be seen from the increase in the human development index which is a composite of aspects of economic, educational and health welfare where in 2015 it was 58.32 and the literacy rate in 2015 was 91.76 %, the participation rate of the

productive workforce reaches 70.81%, which means that it is very adequate for the development of good economic zones (Junias et al., 2017). This condition is in line with Undang Undang Nomor 39 Tahun 2009 which states that a superior area is an area that has comparative and competitive geo-strategic advantages, namely superior human resources.

The results of previous studies by Junias et al (2017) show that the supporting infrastructure in the form of hot mix facilities is very adequate as seen from the 2016 data, namely the construction of 524.37 km of roads consisting of national strategic roads, provincial roads, and district roads. Other infrastructure developments include improving the quality of transportation infrastructure and facilities for the D.C airport runway. Saudale, port of Ba'a, port of

Batutua, port of Pantai Baru, port of Papela and port of Ndao (Junias et al., 2017). Other support in the sector of electrical energy sources shows 74.98% with various breakthroughs, namely through the distribution of solar power generation (PLTS) programs and currently temporarily built PLTMGAS with a capacity of 6 MW.

The development of SEZ areas is also in line with Presidential Regulation No. 48 of 2014 concerning changes to Presidential Regulation No. 32/2011 concerning the Master Plan for the Acceleration and Expansion of Indonesian Economic Development 2011-2025, to provide opportunities for increased investment through areas that have competitiveness and high economic value in tourism, and East Nusa Tenggara Province is included in the corridor V of the Bali - Nusa Tenggara region which focuses on the theme "The Gateway of Tourism and Supporting National Food". Plans for the construction of a Tourism Special Economic Zone must be adapted to the potential and capabilities of the regional budget and the readiness of strategic supporting infrastructure including clean water, roads and bridges, electricity, ports, airports, and telecommunications. Thus there is a need for synergy/collaboration with the private sector in managing infrastructure readiness (Junias, 2015; BAPPENAS, 2016; Neno, 2016).

The development of a city and region, determined by four main aspects, namely the economic aspects, socio-cultural aspects, physical aspects and environmental aspects (Widyaningsih, 2001). Economic valuation is an important aspect because it can be seen what potential areas and sectors can be encouraged or developed in the region (Sikora 2014). The National Priority Program, namely the acceleration of industrial and industrial area growth (SEZ) implemented in the economic development plan of the economy and the distribution of Indonesia's SEZ locations in 2014 - 2019, explains that East Nusa Tenggara Province is one of the regions to be National Strategic Area and SEZ for Eastern Indonesia (Deputy for Economics, BAPPENAS, 2016). Thus this national program is a big and important momentum for Rote Ndao Regency to be able to develop itself into one of the important economic zones that make an important contribution to the country's economy, especially the tourism sector. This leads to community economic empowerment in relation to the well-

being of the local community and supports government programs that seek to accelerate the productive and competitive economy in the Eastern region of Indonesia (BAPPENAS, 2016). Development and empowerment are due to the role of the synergy of all local communities and local government.

In accordance with Presidential Regulation Number 48 of 2014, Rote Ndao Regency is very possible to be upgraded to an industrial area that has the competitiveness and high economic value. This is supported by the superiority of geo-strategy of local cultural wisdom such as traditional houses, weaving products, regional dances, or traditional ceremonies that strengthen local tourism and become one of the important indicators of the success of Rote Ndao Regency in an effort to improve the economy of the community a productive tourism industry.

Overall, based on the results of the analysis of tourism aspects through the process of mapping tourist destination areas which is one indicator of the feasibility of developing national strategic areas - special economic zones established by the National Planning Agency (BAPPENAS), the Rote Ndao Regency area is considered highly qualified in industrial aspects tourism. In accordance with Law No. 39 of 2009 and Presidential Regulation No. 48 of 2014, Rote Ndao Regency is ready to be one of the leading national economic regions where demographically and geographically has economic and strategic advantages as an important part of national development which has comparative advantages and competitive advantages and having high economic value and investment value that can compete with other strategic regions.

CONCLUSION

Based on the assessment indicators of the feasibility of developing a national strategic area-specific economic zone, the Rote Ndao Regency area is considered ready in terms of the aspects of the tourism industry and the support of strategic aspects such as infrastructure facilities and local human resources. Rote Ndao Regency with its local wisdom "Lakamola Anan Sio", is ready to be one of the leading national economic regions where demographically and geographically has economic and strategic advantages as an important part of national development which

has comparative advantages and competitive advantages and has high economic value and investment value who can compete with other strategic regions. This readiness was also supported by the existence of a National Priority Program, namely the acceleration of industrial growth and industrial areas that were implemented in the economic development plan and distribution of the location of Indonesian SEZs in 2014–2019, which stated that the East Nusa Tenggara Province was one of the strategic regions. national, and special economic zones - tourism in Eastern Indonesia. Therefore we need a joint commitment and high synergy between all stakeholders, namely the central government, Rote Ndao Regency government, local/regional communities, the private sector involved and foreign support to continue to optimize the accelerated regional development program so that the regional advantages are owned can be optimized in achieving national and international competitiveness.

REFERENCES

- Direktorat Pengembangan Wilayah Kementerian Perencanaan Nasional / Badan Perencanaan Nasional (2016). Kajian Pengembangan Model Investasi Wilayah RKP 2016. Jakarta. Indonesia
- Elim, M.A., (2017). Kajian Tentang Pembentukan Kawasan Ekonomi Khusus Kabupaten Kupang, Analisis Peluang dan Tantangan Pertumbuhan Ekonomi Daerah dan Pendapatan Asli Daerah, *Jurnal Akuntansi, Keuangan Dan Audit* 2(1), 51-62
- Junias, D.T.S. (2014). Analisis Strategi Pengembangan Industri Pariwisata Kota Kupang, (Unpublished Research), Politeknik Negeri Kupang. Indonesia.
- Junias, D.T.S. & Suharto, R.S.B. (2017). Analisa Faktor Determinan Industri Pariwisata Terhadap Pendapatan Asli Daerah Nusa Tenggara Timur, *Jurnal Akuntansi, Keuangan Dan Audit* 2(1), 11-18
- Junias, D.T.S. (2015). Analisis Strategi Pengembangan Industri Pariwisata Sebagai Alternatif Peningkatan Ekonomi Masyarakat, *Procceding Conference*. Kupang, Indonesia, FEB-UNDANA.
- Junias, D.T.S., Elim, M.A., & Suharto, R.S.B. (2017). Kajian Perspektif Pengembangan Wilayah Kabupaten Rote Ndao Sebagai Salah Satu Kawasan Ekonomi Khusus, *Jurnal Akuntansi, Keuangan Dan Audit*, 2 (2), 1-16.
- Neno J.A. (2016, May 17). Bangun Kawasan Ekonomi Khusus Perlu Disesuaikan Potensi Daerah. Retrieved from <http://www.nttonlinenow.com/new-2016/2016/08/04/bangun-kawasan-ekonomi-khusus-perlu-disesuaikan-dengan-potensi-daerah/>
- Pemerintah Provinsi Nusa Tenggara Timur (2015). Seri Analisis Pembangunan Wilayah Provinsi Nusa Tenggara Timur 2015. Pemerintah Provinsi Nusa Tenggara Timur. Indonesia
- Undang-Undang Nomor 39 Tahun 2009. Kawasan Ekonomi Khusus, Sekretariat Negara Republik Indonesia. Jakarta. Indonesia
- Peraturan Presiden Nomor 32 Tahun 2011. Masterplan Percepatan dan Perluasan Pembangunan Ekonomi Indonesia 2011-2025, Sekretariat Negara Republik Indonesia. Jakarta. Indonesia
- Peraturan Presiden Nomor 48 Tahun 2014. Perubahan Peraturan Presiden Nomor 32 Tahun 2011 tentang Masterplan Percepatan dan Perluasan Pembangunan Ekonomi Indonesia 2011 -2025, Sekretariat Negara Republik Indonesia. Jakarta. Indonesia
- Sikora C.S. (2014, May 15, 2017). Tiga Analisis Aspek Utama Dalam Penyusunan Rencana Tata Ruang. Retrieved from <https://cornelessikora.blogspot.co.id/2014/11/tiga-analisis-aspek-utama-dalam.html>
- Undang-Undang Nomor 17 Tahun 2007. Rencana Pembangunan Jangka Panjang Nasional 2005-2025 dan Rencana Pembangunan Jangka Menengah Nasional (RPJMN) 2015 – 2019, Sekretariat Negara Republik Indonesia. Jakarta. Indonesia