

Infrastructure Development Strategies in Supporting District Tourism Tana Toraja

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Abstract

Tana Toraja Regency is one of the regencies in South Sulawesi Province with the regency capital is Makale, one of the Tourism Destination Areas (DTW) in South Sulawesi has a variety of wealth. Tourism development in Tana Toraja Regency needs to be supported by adequate infrastructure. Weaknesses in tourism development. This research aims to identify the characteristics of tourism supporting infrastructure in Tana Toraja Regency, determine the direction of tourism supporting infrastructure development in Tana Toraja Regency, identify barriers and challenges in tourism infrastructure development in Tana Toraja Regency. This research method is descriptive quantitative and qualitative. The research was conducted in a period of 3 (three) months, starting from May to July 2023.

The result of this research is that the characteristics of tourism supporting infrastructure in Tana Toraja Regency include several important aspects. First, there are various types of tourism objects, including natural, historical, art and cultural, and agro tourism objects. These attractions include various locations such as waterfalls, natural caves, historical cemeteries, ancient sites, and traditional places. Secondly, within the restaurant sector, there have been fluctuations in the number of restaurants over the past few years, with some sub-districts showing a steady increase in the number of restaurants. Third, developments in the accommodation sector are also striking, with an increase in the number of non-star hotels and the addition of 1-star hotels. Total accommodation includes 28 hotels with 412 rooms and 742 available beds. Fourth, hotel room occupancy rates vary throughout the year, reflecting seasonal trends in tourism or the influence of specific events. Fifth, road conditions are also an important factor in tourism development, with the majority of roads falling into the "Good" category. However, some roads fall into the "Severely Damaged" and "Moderate" categories. Sixth, connectivity is also noted through the number of telecommunication towers and the number of vehicles, indicating the potential for significant freight activity in the region. The direction of tourism supporting infrastructure development in Tana Toraja Regency is as follows: improving local transportation facilities, improving accommodation facilities, improving service quality and restaurant facilities, expanding and improving tourist attraction facilities, improving road accessibility to tourist attractions. The challenges and obstacles that occur are diverse, ranging from budget limitations to technical and marketing aspects. The proposed solutions involve inter-agency collaboration, more efficient use of resources, increased understanding, and investment in tourism infrastructure development. All of these measures aim to improve the tourism potential of Tana Toraja Regency through better infrastructure.

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Introduction

Tana Toraja Regency is one of the regencies in South Sulawesi Province with the capital city of Makale. Tana Toraja Regency has 19 sub-districts and is a leading tourist attraction in South Sulawesi Province. The district has an area of 1,990 km² and a population of 285,179 people (BPS, 2022). Access to Tana Toraja Regency can be reached by two routes, namely land and air routes. Land access, the journey to Tana Toraja covers a distance of ± 300 km with a travel time of ± 300 km. 8 hours, passing through 6 regencies/cities. Travel from Makassar using public transportation modes in the form of buses departing from Daya Regional Terminal to Makale Terminal. Another access that can be used is air access through Toraja Airport. Toraja Airport is an airport located about 19.6 km from Makale city, precisely in Mengkendek District. Tana Toraja Regency as one of the Tourism Destination Areas (DTW) South Sulawesi has a variety of wealth, both natural and cultural wealth supported by several factors including topographical conditions, geographical conditions, socio-cultural conditions, climate, fauna and natural wealth. The natural wealth produces unusual scenery when compared to other regions. Tana Toraja tourism itself is then recognized for four main types of tourist attractions, namely natural attractions, historical attractions, arts and cultural attractions, and agro-tourism attractions.

The development of a tourism does not escape the attraction which must then be supported by the availability of infrastructure in the form of adequate facilities and infrastructure as well as management that supports tourist services. Issues generic about generic issues on tourism development place the concept of 3A-Attraction, Amenities and Accessibility (attractions, amenity/comfort and accessibility) as the parameters of tourism development of a region such as Tana Toraja. This is done to increase the capacity of Tana Toraja tourism so that it is more marketable and has increased marketability. Tana Toraja Regency It is also famous for its original and strong cultural characteristics. Many activities are held in certain months to celebrate traditional holidays that also coincide with national holidays, making it a strong attraction for foreign and domestic tourists to visit.

Year	Travelers domestic	Travelers Overseas	Total
2016	1.056.592	20.271	1.076.863
2017	1.173.183	25.452	1.198.635
2018	1.335.283	19.422	1.354.705
2019	1.030.821	10.526	1.041.347
2020	93.545	830	94.375
2021	78.193	100	78.293

Source: (BPS, 2022)

The number of foreign and domestic tourists tends to increase from 2016 to 2018. Tourists in Tana Toraja decreased from 2019 to 2021, since the Covid-19 Pandemic that hit the world. Tana Toraja Regency itself has at least 80 tourist attractions whose management is carried out by the government and private sector. As the Covid-19 outbreak subsides, the number of tourist visits has increased. Efforts to increase the number of tourists through frequent promotions such as the Toraja Highland Festival (THF) and establishing a Tourist Information Center at the Makale Art Market Complex (Galenta, 2020).

Tourism development in Tana Toraja Regency needs to be supported by adequate infrastructure. Weaknesses in tourism development of Tana Toraja Regency, namely the

availability and maintenance of infrastructure that is not done well and the low quality of management of tourist objects, as well as the lack of volume of Tana Toraja's APBD (RPJPD Tana Toraja 2010-2030).

The existence of adequate infrastructure is a requirement in increasing the growth rate of the tourism sector so that the potential of tourist attractions is needed with infrastructure development not only affecting regional development but in the field of tourism whose development direction becomes Tourism Engineering or development direction. infrastructure that encourages a more systematic and structured quality of tourism.

District	Natural Attractions	Cultural Attraction	Power Artificial Tourism Attraction	Total Tourist Attractions
Makale	1	2	2	5
Makale Utara	1	3	-	4
Makale South	1	-	-	1
Sangalla	2	5	-	7
North Sangalla	-	3	-	3
Sangalla South	1	2	-	3
Gandangbatu Sillanan	-	5	-	5
Malimbong Balepe'	1	3	-	4
Shortening	7	7	-	14
Bittuang	5	-	-	5
Bonggakaradeng	2	1	-	3
Kurra	1	-	1	2
Simbuang	1	1	-	2
Mappak	2	1	-	3
Rembon	1	3	-	4
Saluputti	-	2	-	2
Rano	-	1	-	1

Source: (Tourism Office of Tana Toraja Regency, 2022)

Pesdo's research (2019) revealed that the level of importance of infrastructure is made for its development direction. The first research result obtained existing tourism infrastructure. Then, based on the results of IPA, the infrastructure priorities needed by visitors were found, and finally the descriptive infrastructure development based on the results of the first analysis and the second analysis. Research Taqwin (2019) stated that tourism development in Gili Matra generally has characteristics as tourism marine tourism (MarineTourism), however policy in developing the potential of each Gili is focused on forming different characteristics for each Gili. Meanwhile, Sulistiyorini's research (2021) found the fact that transportation infrastructure or accessibility has an influence of 46.4% on the interest in tourist return visits while 53.6% is influenced by other variables, namely attractions and amenities that are not included in the study. input in this research model. Putra (2020) found the Infrastructure Characteristics of the Religious Tourism Area of Giri Village, Kebomas District, Gresik Regency.

Literature Review

Tourist

1. Understanding Tourism

Etymologically, tourism comes from Sanskrit which consists of two words, namely "Pari" and "Tourism". Pari means repeatedly, many times or in circles, while Wisata means journey or travelling, so tourism means traveling in circles, repeatedly or many times. Tourism is a trip carried out temporarily, which is organized from another place with the intention not to do business or earn a living in the place visited, but simply to enjoy the trip for sightseeing and recreation to fulfill various desires (Yoeti, 2001).

Tourism is a humanitarian activity in the form of relations between people either from the same country or between countries or only from a limited geographical area. This includes staying temporarily in another area or another country or another continent to fulfill various needs except activities to earn income, although in subsequent developments the boundaries of "earning income" are still blurred (Wahab, 1992). Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Government (UU No. 10 of 2009).

Based on several definitions that have been stated above, a definition of tourism can be taken, namely an activity involving people who travel with the aim of getting enjoyment and fulfilling their desire to know something within a certain period of time and not to earn a living.

2. Tourism Concept

Tourism products consist of components that can be classified into attractions, accessibility, amenities and activities which are better known as the 4A concept (Spillane, 1982):

a. Attractions

Attraction is the attractiveness of a tourist attraction or artistic production of a region so that it attracts tourists to visit the tourist attraction.

b. Accessibility

Accessibility is a means that makes it easy for tourists to reach tourist destinations. Important factors in accessibility include: tourist itinerary, tourist attraction data, airports, land transportation, time needed to get to tourist attractions, costs for transportation, and the number of vehicles to tourist attractions.

c. Amenities

Amenities are supporting facilities for the smooth running of tourism activities which are also aimed at providing comfort to tourists. Amenities are not found in tourist destination areas, but basically amenities are needed when tourists travel to tourist destinations. These facilities consist of accommodation, restaurants, tourist information center, visitor center, souvenir shop, health center, security post, communication facilities, bank, BPW, availability of clean water and electricity.

d. Activity

Activities are anything tourists do in tourist destination areas. Diverse activities for tourists can increase tourist spending. Business activities can take the form of selling services or goods to tourists. In accordance with the principles of sustainable tourism development, successful tourism development is tourism development that can empower local residents by providing benefits to them. These benefits can be in the form of economic or socio-cultural benefits.

of tourism development strategies can be carried out through various tourist attraction development factors, namely (Cooper, 1998):

a. Attractions ; potential which includes natural, cultural and non-natural wealth.

b. Accessibility includes transport routes, terminal infrastructure, airports, ports and

other means of transport.

c. Amenities include; accommodation, restaurants, souvenir sellers, money changers, tour buses and other infrastructure that can provide comfort for tourists

d. Ancillary services ; availability of other supporting facilities, in this case public facilities, such as hospitals and banks and other supporting facilities.

e. Institutions, in this case the function of all parties involved in the implementation of tourism, include in this case the response of the community around the tourist attraction.

3. Tourist Attraction

A tourist attraction is something that becomes a tourist target, namely (Law No.9 of 1990):

1) A tourist attraction created by God Almighty in the form of natural conditions, flora and fauna.

2) Tourist attractions created by humans in the form of museums, historical heritage, arts and culture, agro tourism, hunting tourism , natural adventure tourism, recreation parks and entertainment complexes.

3) Special interest tourist attractions such as hunting, mountain climbing, caves, industry and crafts, shopping places, fast rivers, places of worship, places of pilgrimage.

According to the Directorate General of Government, tourist attractions are divided into three , namely:

1) Natural tourist attractions are potential natural resources and have an attraction for visitors, both natural and cultivated. Natural tourism potential is divided into 4 areas, namely

a. Flora and fauna

b. The uniqueness and specificity of ecosystems such as coastal ecosystems and mangrove forests

c. Natural phenomena include hot springs, craters, lakes and waterfalls.

d. Cultivation of natural resources, for example plantations, rice fields, livestock, fisheries.

2) A socio-cultural tourist attraction that can be utilized and developed as a tourist object and attraction which includes historical heritage, museums, performing arts and crafts, traditional ceremonies.

3) A special interest tourist attraction which is a type of tourism that has just been developed in Indonesia where tourists must have skills, for example white water rafting, hunting, mountain climbing.

Tourism Infrastructure

Tourist infrastructure is the natural resources and man-made resources that tourists travel to tourist destinations such as roads, electricity, water, telecommunications, terminals, bridges and so on (Adisasmita, 2010; Moerwanto & Junoasmono, 2017). To prepare tourist objects to be visited by tourists in tourist destination areas, tourist infrastructure needs to be built to suit the location and conditions of the tourist objects concerned (Wahab, 2006; Pitana 2009).

The minimum criteria and standards that must exist according to Yoeti (1997) are in table 2.1

Table 2.1 Minimum Tourism Standards

No	Criteria	Minimum Standards
1	Object	One of the natural, social and cultural elements
2	Access	Roads, easy routes, parking spaces and affordable parking prices
3	Accommodation	Lodging services (hotels, guesthouses)
4	Facility	Travel agents, information centers, health facilities, fire extinguishers, hydrants, TIC (Tourism Information Center), guiding (tour guides), information signs, entry and exit officers
5	Transportation	There is a convenient mode of transportation for entry access
6	Catering Services	Food and beverage services (restaurants, canteens, eateries)
7	Recreational Activities	Activities at tourist locations such as swimming, walking, etc
8	Expenditure	Place to buy general goods
9	Communication	There is a TV, telephone signal, internet access, credit voucher seller
10	Banking System	There are banks and ATMs
11	Health	Health services
12	Security	There is a security guarantee
13	Cleanliness	There are rubbish bins and signs warning about cleanliness
14	Place of worship	Worship facilities

Research Methodology

Data collection technique is the third stage in this research, which is this stage as a determination due to the initial input for the process and analysis stages in a study. At this stage, several data instruments will be used to facilitate the required data collection activities. The required data collection will be adjusted to the analysis of variables in the study.

The data collection technique consists of two, namely quantitative and qualitative spatial data collection. A detailed explanation of the data collection techniques is as follows:

1. Data type requirements
 - a. Primary Data

Primary data in this study is in the form of field survey data conducted by researchers themselves.

- b. Secondary Data

Secondary data in this research is in the form of spatial data and its attributes (spatial quantitative data) collected directly by researchers from related agencies or from credible

sources. This type of data includes all basic data to be processed.

2. Data Collection Tools

a. External Hard disk

External Hard disk is a flexible data storage hardware because it is not attached to a computer/laptop. The tool used in this research has a data storage capacity of up to one Terra Byte, so it can accommodate spatial data and its attributes. This tool can be directly connected to a computer to copy the data needed by researchers from the data source computer/laptop.

b. Questionnaire

This questionnaire is an activity of providing research questions to several respondents who have been selected based on the research direction to be achieved. In this research, the questionnaire technique was carried out to the community to find out the availability of infrastructure that affects tourism development in Tana Toraja Regency.

3. Data Source

a. Primary Data Source

The primary data source in this study is the identification of infrastructure at tourist sites, including: electricity, roads, trash cans, clean water, souvenir centers, information and guarding, parking lots, toilets, restaurants / places to eat, hotels / lodging and gazebos, photo spots.

b. Secondary Data Source

Secondary data sources (which are the basic data in this research) are related agencies, including :

- 1) Regional Development Planning Agency of Tana Toraja Regency
- 2) Public Works Office of Tana Toraja Regency
- 3) Tourism, Youth and Sports Office of Tana Toraja Regency
- 4) Transportation Department of Tana Toraja Regency

Data Analysis Techniques

This research uses qualitative and quantitative analysis techniques. These two techniques are the output of primary surveys in the field in the form of observations and questionnaires that are collaborated with secondary surveys, namely reviewing theories and policies.

The qualitative analysis technique will be used to find answers to the first and third objectives, while the quantitative analysis technique will be used to find answers to the second objective. The following is a table of data analysis techniques that contains the research objectives, the analysis techniques used, and the expected analysis results.

Results

This data analysis uses Analytical Hierarchy Process (AHP). Analytical Hierarchy Process (AHP) is a method for obtaining decisions so as to produce rational and accurate decisions. Rational decisions are the best decisions of the various objectives that decision makers want to achieve. Rational decisions include alternatives and criteria that lead to the desired goal and are based on existing resources.

The best selection criteria are assumed to be 5 (Five) dimensions where each condition is divided into several dimensions with certain indicators in each dimension. The following are the criteria in determining the best:

Table Criteria and Alternative Directions of Tourism Supporting Infrastructure Development in Tana Toraja Regency

Criteria	Dimensions
Tourist Accommodation	Tourist accommodation Lodging and hotel facilities
Tourist Activity Facilities	Tourist support facilities
Tourist Facilities and Services	Restaurant or other eating places Parking lot Information and service center, security Typical souvenir center
Utilities	Water supply Electricity network Garbage bins Telecommunications
Accessibility	Road Condition Directional road signs Mode of Transportation

In the above parameters, variables can be determined that can be used to determine the Direction of Development of Tourism Support Infrastructure in Tana Toraja Regency which is best implemented through determining the category weight assessment. The stages in data processing using the Analytical Hierarchy Process (AHP) method are as follows.

Table Pairwise Comparison Questionnaire Model Criteria

Criteria		Level of Importance								
Accommodation Tourism (A)	Accommodation Travel	1	2	3	4	5	6	7	8	9
	Facilities lodging and hotels	1	2	3	4	5	6	7	8	9
Facilities Tourism Activity (B)	Means supporting tourism	1	2	3	4	5	6	7	8	9
Facilities and Tourism Services ©	Restaurant or other eating places	1	2	3	4	5	6	7	8	9
	Parking lot	1	2	3	4	5	6	7	8	9
	Head office information and service,	1	2	3	4	5	6	7	8	9

	security									
	Souvenir Center typical									
		1	2	3	4	5	6	7	8	9
Utility (D)	Clean water supply									
		1	2	3	4	5	6	7	8	9
	Power grid	1	2	3	4	5	6	7	8	9
	Place trash	1	2	3	4	5	6	7	8	9
	Telecommunicat ions	1	2	3	4	5	6	7	8	9
Accessibility (E)	Road Condition									
		1	2	3	4	5	6	7	8	9
	Signage directions street	1	2	3	4	5	6	7	8	9
	Moda Transportation	1	2	3	4	5	6	7	8	9

Description

- 1 : Equally important
- 3 : A little more important
- 5 : More important
- 7 : Very much more important
- 9 : Absolutely more important

Table Average Value of Respondents' Answers

Criteria	Total Value	Average - Flat
A/B	51	5.1
A/C	54	5.4
A/D	59	5.9
A/E	57	5.7
B/C	43	4.3
B/D	48	4.8

B/E	53	5.3
C/D	54	5.4
C/E	55	5.5
D/E	63	6.3

The next step is to make a pairwise comparison matrix of each criterion in selecting the Direction of Tourism Support Infrastructure Development in Tana Toraja Regency so that the assessment weight of each variable can be obtained, a pairwise comparison rating scale table is made. The table form is as follows:

Table Pairwise comparison matrix

	Accommodation Tourism (A)	Facilities Tourism Activities (B)	Facilities and Tourist Services ©	Utilities (D)	Accessibility (E)
Tourist Accommodation (A)	1	5.1	5.4	5.9	5.7
Facilities Activities Tourism (B)	5.1	1	4.3	4.8	5.3
Facilities and Tourist Services ©	5.4	4.3	1	5.4	5.5
Utility (D)	5.9	4.8	5.4	1	6.3
Accessibility (E)	5.7	5.3	5.5	6.3	1

The next step calculates the vector. The results of the vector calculation are as follows.

	(A)	(B)	©	(D)	(E)	Vector Calculation		
(A)	1	5.1	5.4	5.9	5.7	23.10	4.62	0.92
(B)	5.1	1	4.3	4.8	5.3	20.50	4.10	0.82
©	5.4	4.3	1	5.4	5.5	21.60	4.32	0.86
(D)	5.9	4.8	5.4	1	6.3	23.40	4.68	0.94
(E)	5.7	5.3	5.5	6.3	1	23.80	4.76	0.95

The alternatives selected are as follows.

1. Improve accommodation facilities
2. Expand and improve tourist attraction facilities
3. Improve the quality of restaurant services and facilities
4. Improve local transportation facilities
5. Improve road accessibility to tourist attractions

From the results of data processing that has been carried out, the final calculation table of AHP is obtained as follows.

Table Alternative Priority Calculation

Based on the table, it can be explained as follows.

Rank: I

Improve local transportation facilities (Alternative 4) Priority Score: 21.90

This alternative has the highest priority value, making it the top priority in the tourism supporting infrastructure development plan. This may be because local transportation infrastructure has a significant impact on convenience and accessibility for tourists.

Rank: II

Improve accommodation facilities (Alternative

1) Priority Score: 21.34

This alternative has the second highest priority value. Although the value is close to the first alternative, the priority is slightly lower. This indicates that improving accommodation facilities is also important, but slightly lower on the priority scale compared to the first alternative.

Rank: III

Improve the quality of restaurant services and facilities (Alternative 3) Priority Score: 18.66

This alternative has a lower priority value than the previous two alternatives, but still has a significant priority. Improved restaurant services and facilities are given attention in the development plan.

Rank: IV

Expanding and improving tourist attraction facilities (Alternative 2) Priority Score: 16.81

This alternative has a lower priority value, indicating that improving tourist attraction facilities has a lower priority in the development plan compared to previous alternatives.

Rating: V

Improve road accessibility to tourist attractions (Alternative 5) Priority Score: 16.66

This alternative has the lowest priority value among all alternatives. This indicates that improving road accessibility to tourist attractions has the lowest priority in the development plan.

Discussion and Conclusion

Discussion

Characteristics of Tourism Supporting Infrastructure in Tana Toraja Regency

Toraja the Highland Paradise, is the nickname given by tourists who admire Toraja as a tourist destination. The cultural charm, beautiful natural panorama, cool climate prove that Toraja should be a dream for anyone who wants to enjoy Toraja's natural wealth.

The Culture and Tourism Office of Tana Toraja Regency divides the tourist attractions in Tana Toraja into 4 main. The 4 types of attractions are natural attractions, historical attractions, arts and cultural attractions, and agro-tourism attractions. For the type of nature tourism includes buntu burake tourist attraction, sullukan natural cave, sa'pang bayo-bayo natural cave, sarambu waterfall, talando tallu waterfall, pakkara waterfall, makala bathing pool, tilangnga natural pool, sion hill, kandora mountain, tinoring cliff, makale pool plaza, and assa' rainfed lake.

Types of historical tourism include attractions of buntu tondon cemetery, assa natural pool, buntu kalando museum, pasiliran kambira, suaya, sirope cemetery, kalumpini old cemetery, sandini lo'po' stone cemetery, sirope traditional tomb, lemo traditional tomb, liang lo'ko' randanan, ancient site, potok tangan, tampang allo burial cave, banua kasalle tongkonan, tumakke stone roof house, tumbang datu traditional house, sillanan tongkonan, pattan traditional village, to' puang traditional village, tengko batu natural stone.

Types of arts and cultural attractions include woven fabric making centers, carvings, miniatures and tau-tau in lemo tourist attractions, toraja international festival, lovely toraja festival, mangrara banua traditional ceremony, alukna rampanan kapa' traditional ceremony, ma' bugi' traditional ceremony, rambu solo' traditional ceremony. Especially for this traditional ceremony is a typical symbol of the people of tana toraja not only that sometimes this ceremony has a special schedule because this traditional ceremony is held by agreement of the organizing family. Types of agro-tourism objects, this tourist attraction is one of the flagships of tana toraja, namely agro-tourism pango-pango and bolokan coffee plantations.

In Tana Toraja Regency, there are various important characteristics in tourism supporting infrastructure that play a key role in driving the development of the tourism sector. Data shows that the number of restaurants in this area has fluctuated over the past four years. Some sub-districts such as Mengkendek and Makale show a steady increase in the number of restaurants, while some other sub-districts have a stagnant number of restaurants or even none recorded in certain years. In 2021, the total number of restaurants in Tana Toraja Regency reached 80.

Developments in the accommodation sector also appear significant. The number of non-star hotels has increased from 13 hotels in 2017 to 25 hotels in 2021. As for the star hotel category, there was an increase in the number of 1-star hotels from 2019 to 2021. However, 2-star hotels and 3 remained constant with 1 hotel each. In terms of capacity, the total accommodation in Tana Toraja Regency is 28, with 412 rooms and 742 beds available. The presence of large capacity accommodation, especially in the Mengkendek and Makale sub-districts, is an added value in attracting tourists.

Hotel room occupancy rates in Tana Toraja Regency show variations from month to month, reflecting seasonal trends in tourism or the influence of specific events. In 2021, the average hotel room occupancy rate was 9.56%, with the peak occurring in April with the occupancy rate reaching 12.27%. Months such as July and August show lower occupancy rates.

Road conditions are also an important factor in tourism development. The majority of roads in Tana Toraja Regency in 2022 fall into the "Good" category (57%), indicating good road quality. However, there are also some roads that fall into the "Severely Damaged" (25%) and "Moderate" (12%) categories. The proportion of roads in the "Damaged" category is 6%. The total length of roads in Tana Toraja Regency is 1,346.32 kilometers with a variety of surface types such as asphalt, gravel, and soil.

The importance of connectivity is also evident through the number of telecommunication towers in various sub-districts. Some sub-districts such as Mengkendek, Makale, and Gandang Batu Sillanan have a significant number of telecommunication towers. In addition, the different numbers of vehicles such as motorcycles and cars, as well as the high number of trucks, indicate the potential for significant freight activity in the region. All these characteristics together create a favorable environment for the development of the tourism sector in Tana Toraja Regency.

2. The direction of tourism supporting infrastructure development in Tana Toraja Regency.

a. Improve local transportation facilities

Improving local transportation facilities is one of the crucial aspects in the effort to develop tourism supporting infrastructure in Tana Toraja Regency. Transportation plays an important role in ensuring convenience and accessibility for tourists coming to the area. By focusing on improving local transportation facilities, Tana Toraja Regency can improve the tourist experience and boost the overall growth of the tourism sector. One of the challenges faced by tourism destinations is ensuring that tourists can easily move from one place to another. Improving local transportation facilities covers various aspects, such as the provision of reliable modes of transportation, improved road networks, adequate parking facilities, and better accessibility to tourist attractions. In this context, improving public transportation services should also be a focus of attention. Procuring and maintaining a quality public transportation fleet can help reduce tourists' dependence on private vehicles. This will not only reduce congestion, but also support efforts to reduce environmental impacts.

Investments in local transportation can open up new opportunities for the local economy. Improved transportation facilities create new demand for transportation services, increased cooperation with business partners, and investment opportunities in various transportation-related sectors. Beyond land development, improvements to local transportation facilities can also include the expansion and improvement of air transportation facilities where possible. The availability of air routes and good port access will facilitate entry for tourists from various regions, even from abroad.

In considering the improvement of local transportation facilities, it is necessary to involve relevant stakeholders such as local governments, transportation operators, and local communities. Good collaboration can result in supportive policies, careful planning, and efficient implementation. Improving local transportation facilities is in line with preserving the local culture and environment. This effort can be realized through the selection of environmentally friendly transportation technologies and development approaches that respect local cultural values.

Through the improvement of local transportation facilities, Tana Toraja Regency will be able to offer a more convenient, accessible and sustainable tourism experience for tourists. This will open up new opportunities for growth in the tourism sector and have a positive impact on local communities and the environment. Improve accommodation facilities

Improving accommodation facilities is an important aspect of the tourism development strategy in Tana Toraja Regency. Quality accommodation facilities are a determining factor in attracting tourists to stay and enjoy the experience in the area. By paying special attention to improving accommodation facilities, Tana Toraja Regency can increase the attractiveness of tourism destinations and provide unforgettable stay experiences for tourists.

The improved accommodation facilities include various types, ranging from hotels, inns, to homestays. Accommodation development involves improving the quality of rooms, public facilities, guest services, and safety and comfort. With higher standards of accommodation, tourists will feel more satisfied and have the motivation to spend more time in the destination.

In addition to improving physical facilities, improving accommodation facilities also relates to training and developing human resources in the hospitality sector. Staff training in guest services, hotel management, and facility maintenance will improve overall service standards. The addition of additional facilities such as restaurants, fitness centers, spas, or meeting rooms can also enrich the travelers' lodging experience. These facilities will not only enhance their comfort, but also provide alternative entertainment and on-site activities.

In addition to bringing in tourists, improved accommodation facilities also have a positive economic impact on local communities. With higher demand for accommodation, local communities have opportunities to engage in the tourism sector through lodging management, provision of local products, or other related services. It is also important to consider sustainability in the development of accommodation facilities. Paying attention to eco-friendly aspects, energy efficiency, and waste reduction will support efforts to preserve nature and local culture.

In realizing the improvement of accommodation facilities, collaboration between the government, accommodation owners, and local communities is essential. This involves careful planning, proper licensing, and support from all relevant parties. By improving accommodation facilities, Tana Toraja Regency will be able to attract tourists to stay longer and contribute significantly to the growth of the tourism sector. A satisfying stay will create a positive impression for tourists and promote the region as a top tourism destination.

b. Improve the quality of restaurant services and facilities

Improving the quality of restaurant services and facilities is an important step in a comprehensive tourism development effort in Tana Toraja Regency. Restaurants serve not only as a place for tourists to dine, but also as a means to deliver authentic cultural and culinary experiences. By paying attention to improving the quality of restaurant services and facilities, the region can create a stronger attraction for tourists and increase its competitiveness as a tourism destination.

Restaurant service quality involves aspects of customer service, hospitality, and the overall dining experience. Staff training in guest interaction, speed of service, and table management can enhance a restaurant's positive image in the eyes of travelers. Ensuring that guests feel cared for and satisfied with the service is key to improving their experience. Restaurant facilities also play an important role in creating a comfortable and appealing atmosphere. Providing clean, comfortable, and visually appealing dining areas will create an inviting atmosphere for guests to linger. The use of designs that depict the local culture and natural elements of Tana Toraja can provide a memorable culinary experience.

Improvements to restaurant facilities can also include developing menus that are diverse and reflect the richness of local cuisine. Presenting regional specialties, as well as applying sustainability principles and local ingredients, will provide an additional dimension to the traveler's dining experience. In this context, cooperation with local food producers and organic farmers can be part of the strategy to improve food quality and sustainability. By utilizing fresh and quality local ingredients, restaurants can provide an authentic culinary experience and empower the local economy.

Utilizing technology in the management of reservations, payments, and customer feedback is also important. Technology can facilitate interactions between restaurants and guests, and provide ways to improve operational efficiency and fulfillment of customer demands. In developing the quality of restaurant services and facilities, collaboration with local communities, culinary businesses, and tourism authorities will have a greater impact. This approach will ensure that the changes made are in line with the needs and expectations of all parties involved.

By improving the quality of restaurant services and facilities, Tana Toraja Regency will be able to provide unforgettable culinary experiences for tourists. This will create a new attraction for the tourism destination and increase traveler satisfaction contributing to the overall growth of the tourism sector.

c. Expand and improve tourist attraction facilities

Expanding and improving tourist attraction facilities is an important strategy in holistic tourism development in Tana Toraja Regency. Attractions are the main attraction for tourists and the cornerstone of their experience. By focusing on the development of attraction facilities, the region can enhance its appeal as a diverse tourism destination and attract tourists from around the world.

Developing tourist attraction facilities involves a number of aspects, ranging from improving physical facilities to providing better supporting services. One of the first steps is to expand an existing attraction, for example by adding more areas, tourist routes or activities on offer. By offering a variety of experiences, tourists will feel more engaged and challenged to explore these destinations more deeply.

Facility improvements also include the repair and construction of facilities such as parking areas, toilets, rest areas, and photo spots. Ensuring that travelers have easy and convenient access to these basic facilities will increase their comfort while traveling. In addition, technology can also be utilized in improving tourist attraction facilities. Interactive information and maps at tourist attractions, digital guide applications, and online ticket booking services are examples of how technology can provide a more sophisticated and integrated experience.

Sustainability is also a focus in facility development tourist attraction. Efforts to minimize environmental and social impacts can be realized through environmentally friendly approaches in the design and operation of tourist attractions. In addition, education about sustainability and conservation can also be introduced to tourists. In realizing the development of tourist attraction facilities, the involvement and support of local communities is essential. This involvement can lead to more inclusive solutions and consider diverse views related to attraction development.

The development of tourist attraction facilities can also be an opportunity to promote and support the local craft industry. Incorporating local handicraft products in tourist attraction areas will have a positive economic impact on local communities. Through expanding and improving tourist attraction facilities, Tana Toraja Regency will be able to provide a richer and more immersive experience for tourists. This will create a strong attraction and have a positive impact on the growth of the tourism sector as well as the empowerment of local communities.

d. Improve road accessibility to tourist attractions

Improving road accessibility to tourist attractions is a very important step in the development of tourism supporting infrastructure in Tana Toraja Regency. Road accessibility has a direct impact on the ease with which tourists can reach the destination, as well as on their overall travel experience. By paying attention to improving road accessibility, the region can increase its appeal as an accessible and enjoyable tourism destination.

Improving road accessibility involves a number of measures, including improving road quality, improving road structure and safety, as well as improving road accessibility. addition of clear signs and traffic signals. Good roads will provide a sense of security and comfort for tourists during their journey. The expansion and improvement of roads leading to attractions also involves the improvement of alternative routes or ring roads that can reduce congestion and divert traffic away from the center of the attraction. This will help to better manage traffic flow, especially during periods of high tourist arrivals. It is also important to consider sustainability aspects in road accessibility improvements. The selection of environmentally friendly materials and environmental impact reduction strategies during road improvements can support the preservation of local nature.

In addition to major road improvements, it is necessary to consider accessibility for travelers with limited mobility or disabilities. Providing accessibility facilities such as flatter walkways, safe pedestrian paths and other supporting facilities will create an inclusive environment for all travelers. In addressing road accessibility improvements, collaboration with local governments, the private sector and local communities is essential. This involves careful planning, proper budget allocation, and good coordination to avoid disruptions during the improvement process.

Through improved road accessibility to tourist attractions, Tana Toraja Regency will be able to provide a smoother and more comfortable travel experience for tourists. This will improve the destination's image as an easily accessible tourist destination, and have a positive impact on the overall growth of the tourism sector.

2. Identification of barriers and challenges in tourism infrastructure development in Tana Toraja Regency

a. Regional Development Planning Agency of Tana Toraja Regency:

Informants from the Regional Development Planning Agency identified several barriers and challenges in the development of tourism infrastructure in Tana Toraja Regency. One of the main challenges is the limited budget and resources for tourism infrastructure development. In addition, they also noted that a poor understanding of the need for tourism infrastructure by some related parties was also an obstacle. The solutions proposed by informants were to improve coordination between relevant agencies, allocate sufficient resources, and improve understanding of the importance of tourism infrastructure.

b. Public Works Office of Tana Toraja Regency:

From the Public Works Department, informants mentioned that one of the main obstacles is the technical challenge of planning and building adequate tourism infrastructure. They also face budget and time constraints that affect development progress. The proposed solution is to involve competent technical experts in project planning and implementation, and to focus on improving the efficiency of budget utilization.

c. Tourism, Youth and Sports Office of Tana Toraja Regency:

The Tourism Office identified the promotion and marketing of Tana Toraja tourism destinations as one of the barriers. Informants also underlined the importance of adequate infrastructure to enhance tourism attractiveness. They noted that efforts to maintain and repair existing infrastructure as well as develop new infrastructure are essential. Proposed solutions include marketing strategies that more stronger marketing strategies and investment in development of tourism infrastructure.

d. Transportation Department of Tana Toraja Regency:

From the Transportation Agency, informants highlighted challenges related to accessibility to tourism destinations. They mentioned that road conditions and public transportation affect the tourist experience. One proposed solution is to prioritize the improvement and maintenance of transportation networks connecting key tourism destinations. In addition, improving transportation-related regulations was also discussed as an effort to ensure tourists' safety and comfort.

Challenges and barriers ranged from budget constraints to technical and marketing aspects. The proposed solutions involve collaboration between agencies, more efficient use of resources, increased understanding, and investment in tourism infrastructure development. All of these measures aim to improve the tourism potential of Tana Toraja Regency through better infrastructure.

Conclusion

Several important findings were identified from this research. First, the characteristics of tourism supporting infrastructure in Tana Toraja Regency include various types of tourist attractions, such as natural, historical, artistic and agro-tourism tourist attractions. These tourist attractions include various locations, such as waterfalls, natural caves, historical tombs, archaeological sites and traditional sites. Second, there have been fluctuations in the number of restaurants in recent years, and some districts show a steady increase in the number of restaurants. Third, the development of the accommodation sector is also increasing with the increase in the number of non-star hotels and the entry of 1-star hotels. Total accommodation includes 28 hotels with 412 rooms and 742 beds available. Fourth, road conditions are also an important factor for tourism development, because most of them are in the "good" category. However, there are also those that fall into the "Heavily Damaged" and "Moderate Damaged" categories. Fifth, connectivity is also considered through the number of telecommunications towers and number of vehicles, which shows the potential for significant goods transport activity in the area. Finally, this research identifies several obstacles and challenges in developing tourism infrastructure in Tana Toraja Regency. These conclusions provide valuable information for the government and private sector to develop quality tourism, both in terms of infrastructure and from an economic perspective.

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