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Analysis of Tourism and Cultural Promotion of Local Communities in Increasing Tourist Visits in Baubau City, Southeast Sulawesi Province

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Abstract: *This study aims to analyze (1) Tourism promotion in increasing tourist visits in Baubau City; (2) The cultural program of the local community in Baubau City in increasing tourist visits; and (3) The impact of tourist visits in Baubau City. The informants in this study were five people. The analysis tool used is the Analysis Interactive Model from Miles and Huberman, which divides the steps in data analysis activities into several parts, namely data collection, data reduction, data display, and conclusion or verification. Based on the results of the study, it can be concluded that (1) Tourism promotion using advertising, sales promotion, personal selling, and personal selling can increase tourist visits in Baubau City; (2) The culture of the local community as assessed from technological tools, economic system, family system, and political power system can increase tourist visits in Baubau City; and (3) Tourist visits assessed from the increase in foreign and domestic visitor arrivals, increase in foreign exchange income from the tourism sector, expansion of employment, increase in the contribution of the tourism sector to GDP/GDP and increase tourism competitiveness in Baubau City have a good impact on the people of Baubau City.*

Keywords: *Promotion of Tourism, Culture of Local Communities; Tourist Visits*



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INTRODUCTION

Tourism that has good potential has a high number of visitors, this must be supported by promotion and culture of the local community. Promotion is an activity to inform the product or service that is to be offered to potential consumers/tourists who are used as the target market (Aksa & Ramansyah, 2023). Promotional activities should ideally be carried out continuously through several media that are considered effective in reaching the market, both print and electronic, but the selection is highly dependent on the target market to be targeted. Tourism promotion of tourist destinations that have the potential can be disseminated using various publication media that attract tourist visits. The tourism promotion techniques include (Suryana, 2015): advertising, sales promotion, personal selling and public relations.

The tourism industry, when viewed from a cultural perspective, indirectly plays an important role in the development of Indonesian culture because with the existence of a tourist attraction, it can introduce the cultural diversity owned by a country such as traditional arts, religious or traditional ceremonies that attract the attention of foreign tourists and Indonesian tourists. Melville J. Herskovits in Abidin (2014) states that culture has 4 main elements, namely: technological tools, economic system, family system, and political power system (Nurhidayati et al., 2025).

Currently, the government has prepared a tourism development program under the direction of the Coordination Team "Integrated and Sustainable Tourism Development Program" (P3TB, 2019). In the implementation of the tourism development program, 4 (four) integrated components are needed, where each component is targeted to solve the main obstacles to tourism growth and competitiveness, namely: increasing foreign and domestic visitor arrivals, increasing foreign exchange income from the tourism sector, expanding employment, increasing the contribution of the tourism sector to GDP/GDP and increasing tourism competitiveness.

The achievements of regional development in Southeast Sulawesi Province are based on the goals, objectives, strategies, and policy directions of regional development and cross-regional apparatus accompanied by a funding framework. One of the potential for regional development is the tourism sector. This sector has enormous potential in improving the community's economy. Because in several areas in Southeast Sulawesi Province there are very diverse types of tourism in the form of beach and sea panoramas, the potential of coral reefs, waves for water sports and the dynamics of fishermen's lives that are very diverse. Among them are the destinations of Bokori Island and Toronipa Beach in Konawe Regency, Nambo Beach and Botanical Gardens in Kendari City, Labengki Island and Wawolsea Hot Springs in North Konawe Regency, Leangkobori Cave and Maleura in Muna Regency, the world's shortest river Tamborasi in Kolaka Regency, Snake Island in South Buton Regency, Kabaena Island in Bombana Regency, Wawonii Waterfall in Konawe Islands Regency, Rawa Aopa National Park, Tanjung Taipa Beach and Moramo waterfall in South Konawe Regency and the Bau-Bau City Sultanate Palace Fort and Mosque as well as Al Alam Mosque Religious tourism in Kendari City.

However, the improvement of the community's economy, especially from the tourism sector, cannot run optimally if it is not supported by management institutions, infrastructure (roads, ports and airports, availability of electricity, fuel oil and the availability of clean water), regional promotion management, the availability of public facilities, the arrangement of traders, environmental arrangement, and public acceptance. Therefore, the central government pays attention in the form of policies, programs and activities to advance tourism in Southeast Sulawesi, especially in Baubau City.

Baubau City, especially in the tourism sector, has not been able to make a great contribution to the economy of the people of Baubau City. This is due to the low number of visits so that it has not fully provided optimal welfare improvement to the people of Baubau



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City due to various problems faced, including limited business diversification as a result of the lack of community business skills in utilizing local potential, especially cultural tourism, cultural heritage, natural condition management and culinary tourism which must be the main concern of the local government Baubau City at this time and in the future and the lack of knowledge of the local community in promoting tourism in Baubau City.

The results of research conducted by Ferni Fera Ch. Wolah (2016) show that promotional activities play an important role in influencing tourists to make their choice to visit tourist attractions in Poso Regency. Furthermore, the results of the research conducted by Beato A. C. Glasa, et al. (2022) show that the strategy that must be applied is an aggressive strategy. So that the right alternative strategy is to maximize promotion and maintain the quality of tourist attractions.

The results of the research conducted by Hadawiah, Zelfia (2020) The results of this study show that the Central Buton Regency Tourism Office implements a promotional mix in increasing the number of tourist visits, namely advertising, sales promotion, public relations, personal sales and direct marketing. The supporting factor for promotional activities is the high tourism potential in Central Buton. Meanwhile, the inhibiting factors are inadequate human resources such as manpower, Central Buton which is not well known by people outside the Buton area, as well as inadequate facilities and infrastructure. In addition, the results of research conducted by Sugiyarto, Rabith Jihan Amaruli (2018) show that the strategy of packaging local culture, especially the local culture of Demak Regency, the local culture of Kudus Regency, and the local culture of Jepara Regency. The existence of the Central Java Fair can be used as a medium for promotion and introduction of local cultural tourist destination areas (DTW).

The purpose of writing this proposal is to know and analyze:

1. Tourism promotion in increasing tourist visits in Baubau City.
2. The culture of the local community in Baubau City in increasing tourist visits.

3. The impact of tourist visits in Baubau City.

LITERATURE REVIEW

Promotion is a communication activity carried out by a person or a company with the wider community, where the purpose is to introduce a product to the public and at the same time influence the wider community to buy and use the product. According to Sistaningrum (2002:98) Promotion is an effort or activity of a company in influencing actual consumers and potential consumers so that they want to make purchases of products offered now or in the future.

Tourism promotion is related to communication activities and publications aimed at building an image about tourism. Tourism products are something that can be offered to tourists, both local and foreign. In tourism promotion activities, Morizka explained the role of promotion in the tourism sector, namely to stimulate the purchase of tourism products by buyers and increase sales effectiveness in a short time and the company is able to attract new potential consumers (Drs Manahati Zebua, 2018). With tourism promotion, tourist destinations that have the potential can be disseminated using various publication media that attract tourist visits. The tourism promotion techniques include (Suryana, 2015):

1. Advertising is an impersonal communication activity used by companies in the field of goods and services to solicit consumer information about the services or goods offered.
2. Sales promotion is a promotional activity that encourages the effectiveness of consumer and seller purchases by using promotional tools such as brochures, catalogs and exhibitions.
3. Personal selling is a communication activity between producers represented by salespeople and potential consumers that involves thoughts and feelings by dealing directly with the buyer.

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4. Public relations is a collection of information about the products and services of a company or individuals that is disseminated to the public through the mass media without supervision from the sponsor.

Robison & Picard define culture as a fluid and problematic concept to be addressed meaning both a 'way of life' (beliefs, values, social practices, rituals and traditions, etc.) and a real (buildings, monuments, objects etc.) and intangible (language, performances and festivals, craftsmanship etc.) expressions and manifestations of people's values and beliefs. In a touristic sense, culture refers to 'people' and their social characteristics, traditions, and everyday patterns of behavior that mark them as 'different', as well as more outstanding representations of creative and artistic endeavor (Hieu, 2017: 72).

Culture is a system of knowledge that includes a system of ideas or ideas contained in the human mind, so that in daily life, culture is abstract. Melville J. Herskovits in Abidin (2014) states that culture has 4 main elements, namely: technological tools, economic system, family system, and political power system.

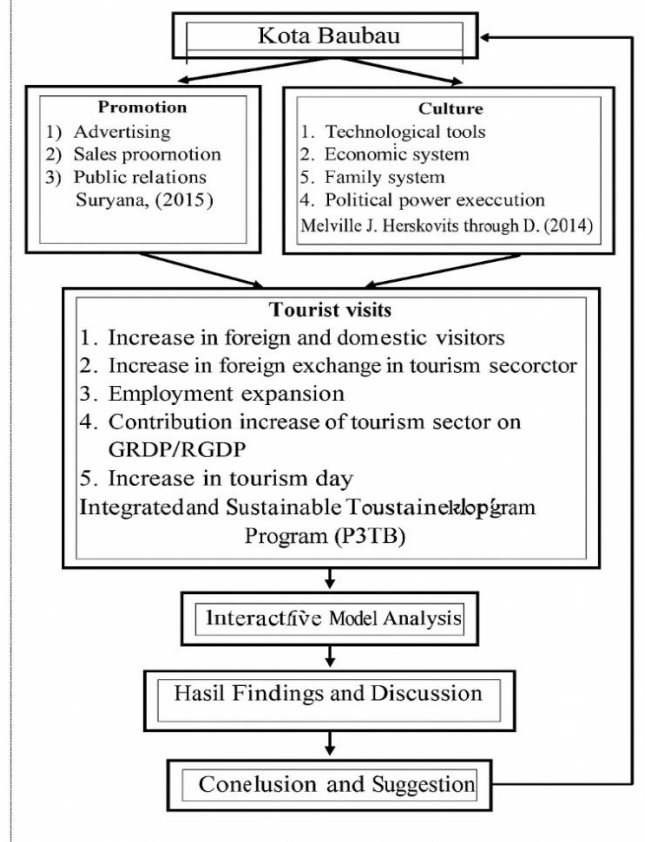
Tourist visits are visits made by tourists to an area of tourist attractions. Currently, the government has prepared a tourism development program under the direction of the Coordination Team "Integrated and Sustainable Tourism Development Program (P3TB). In the implementation of the tourism development program, 4 (four) integrated components are needed, where each component is targeted to be able to solve the main obstacles to tourism growth and competitiveness, namely:

1. Increase in foreign and domestic visitors.
2. Increase in foreign exchange income from the tourism sector,
3. Expansion of employment.
4. Increasing the contribution of the tourism sector to GDP/GDP.
5. Increasing the competitiveness of tourism.

CONCEPTUAL FRAMEWORK

Based on the background of the problem, the research objectives, the benefits of the research, the theoretical studies and the

empirical studies that have been described in the initial section can be used as a basis for making a research framework in the following scheme:



METHOD

The method used in this study is a qualitative descriptive method. This research uses a descriptive research type. According to Sugiyono (2012:29), descriptive research is a method that functions to describe or give an overview of the object being studied through data or samples that have been collected as it is, without conducting analysis and making general conclusions. The object of this study is the analysis of tourism promotion and local community culture in increasing tourist visits. The place of research taken in this study is Baubau City.

Informant is a person who provides information and background conditions of the research, in qualitative research informants or samples cannot be determined absolutely. This type of research is qualitative. The informants



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in this study were nine informants, namely three from the Baubau City Tourism Office, three visitors and three local people

The types of data used in this study are quantitative and qualitative data. The data sources in this study consist of primary and secondary data. The data collection techniques used by the researcher are interviews and documentation. The data analysis technique in this study is the data analysis used in this study is the Analysis Interactive Model from Miles and Huberman, which divides the steps in data analysis activities into several parts, namely data collection, data reduction, data display, and conclusion or verification.

RESULTS AND DISCUSSION

RESULTS

The research was carried out in Baubau City for one month by conducting in-depth interviews with 9 informants, namely three people from the Baubau City Tourism Office, three visitors and three local people. The results of the research are presented below:

A. Promotion

Tourism promotion is related to communication activities and publications aimed at building an image about tourism. Tourism products are something that can be offered to tourists, both local and foreign. In tourism promotion activities, Morizka explained the role of promotion in the tourism sector, namely to stimulate the purchase of tourism products by buyers and increase sales effectiveness in a short time and the company is able to attract new potential consumers (Drs Manahati Zebua, 2018). With tourism promotion, tourist destinations that have the potential can be disseminated using various publication media that attract tourist visits. The tourism promotion techniques include (Suryana, 2015): advertising, sales promotion, personal selling and public relations.

1. Advertising

Advertising is an impersonal communication activity used in companies in the field of goods and services to solicit consumer information about the services or goods offered. Based on the results of interviews with the nine informants above, it can be concluded that

Promotion through banners has advantages and disadvantages. Here are some opinions on the use of banners for tourism promotion:

Excess:

- 1) High visibility
- 2) Cost-effective
- 3) Live information
- 4) Attraction local

Deficiency:

- 1) Limited space for Information.
- 2) Location dependence.
- 3) Limited dissemination of information.
- 4) Potential visual pollution

Promotion through banners can be an effective part of a tourism marketing strategy, especially when combined with other promotional methods such as digital media, brochures, and social media campaigns. Banners can attract attention directly and support promotional efforts in a more visual and instant way. However, to achieve optimal results, it is important to ensure that the banner design is attractive, the message conveyed is clear, and the placement is appropriate. In addition, governments and communities should continue to adapt the latest technologies and promotional methods to reach a wider and more diverse audience.

2. Sales promotion

Sales promotion is a promotional activity that encourages the effectiveness of consumer and seller purchases by using promotional tools such as brochures, catalogs and exhibitions. Based on the results of interviews with the nine informants above, it can be concluded that yes, tourism promotion through brochures, catalogs, and exhibitions has great potential to be known by the outside community.

Promotion through brochures, catalogs, and exhibitions can indeed help increase the introduction of Baubau City tourism to the outside community. These three methods, when implemented with the right strategy and good coordination, can reach a global audience and attract international tourists. The key is wide distribution, interesting and complete information, and active participation in international tourism exhibitions. The combination of this traditional method with a



digital strategy will also increase the overall effectiveness of the promotion.

3. Personal selling

Personal selling is a communication activity between producers represented by salespeople and potential consumers that involves thoughts and feelings face-to-face by buyers. Based on the results of interviews with the nine informants above, it can be concluded that yes, promotion through personal selling can be very effective in promoting tourism, including in Baubau City. Here are some reasons why personal selling is a good strategy and some ways to implement it: Reasons for the effectiveness of personal selling:

- (a) Direct Interaction
 - (b) Detailed Explanation
 - (c) Message Customization
 - (d) Building Trust
- Implementation of Personal Selling in Tourism Promotion:
- 1) Tourism Exhibitions and Events
 - 2) Visits to Travel Agents
 - 3) Presentations in Communities and Organizations
 - 4) Customer Service dan Follow-Up.
 - 5) Fam Trip (familiarization trip).
 - 6) Collaboration with Influencers.

Personal selling is a very effective method in promoting tourism because it allows for a more personalized, interactive, and adaptable approach to the individual needs of potential travelers. With the right strategy, personal selling can help increase tourist interest and visits to Baubau City. A good implementation of personal selling requires a well-trained and experienced promotion team and a deep understanding of the appeal of local tourism.

4. Public relations

Public relations is a set of information about the products, goods and services of a company or individual that is disseminated to the public through the mass media without supervision from sponsors. Based on the results of interviews with the nine informants above, it can be concluded that promotion through public relations can be one of the most effective strategies in promoting tourism. Here are some

reasons why public relations can be a good choice:

- a. Raising Awareness: public relations can help increase public awareness of tourism destinations through media coverage, interviews, and promotional events.
- b. More Authentic Influence: Media coverage of tourism destinations obtained through public relations is often considered more authentic and can have greater influence than paid advertising.
- c. Expanding Reach: Through collaboration with the media and influencers, public relations can help expand the reach of tourism promotion to various segments of society.
- d. Gain Credibility: Positive news and recommendations from third parties through public relations can help gain strong credibility for tourism destinations.
- e. Increase Engagement: By engaging the community through various public relations activities, such as events and two-way communication, tourism promotion can become more interactive and attention-grabbing.

Therefore, the use of public relations in promoting tourism can be a good strategy to increase awareness, credibility, and engagement with the community.

Based on the above opinion, it can be concluded that tourism promotion using advertising, sales promotion, personal selling, and public relations can increase tourist visits in Baubau City.

B. Work Culture

Culture is a system of knowledge that includes a system of ideas or ideas contained in the human mind, so that in daily life, culture is abstract. Melville J. Herskovits in Abidin (2014) states that culture has 4 main elements, namely: technological tools, economic system, family system, and political power system. Based on the above opinion, it can be concluded that the culture of the local community which is judged from technological tools, economic system, family system, and political power system can increase tourist visits in Baubau City.



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C. Tourist Visits

Tourist visits are visits made by tourists to an area of tourist attractions. When explained, generally a person or group who usually visits tourist attractions or their country is called a visitor.

Currently, the government has prepared a tourism development program under the direction of the Coordination Team "Integrated and Sustainable Tourism Development Program (P3TB). In the implementation of the tourism development program, 4 (four) integrated components are needed, where each component is targeted to be able to solve the main obstacles to tourism growth and competitiveness, namely:

- 1) Increased foreign and domestic visitor arrivals.
- 2) Increased foreign exchange income from the tourism sector,
- 3) Expansion of employment.
- 4) Increasing the contribution of the tourism sector to GDP/GDP.
- 5) Increase in Tourism Competitiveness.

Based on the above opinion, it can be concluded that tourist visits are assessed from the increase in foreign and domestic visitor arrivals, an increase in foreign exchange income from the tourism sector, the expansion of employment, the increase in the contribution of the tourism sector to GDP/GDP and the increase in tourism competitiveness in Baubau City has increased.

DISCUSSIONS

The results of this study will analyze the promotion of tourism and culture of the local community in increasing tourist visits in Baubau City, Southeast Sulawesi Province.

1. Tourism Promotion in Increasing Tourist Visits in Baubau City

The results of research conducted related to tourism promotion which are assessed in terms of advertising, sales promotion, personal selling and public relations are able to increase tourist visits in Baubau City.

Tourism promotion is an important tool to increase tourist visits. For Baubau City, the use of effective promotional strategies can attract more visitors. Here are how various promotional strategies such as advertising,

sales promotion, personal selling, and public relations can be used:

1. Advertising (Periklanan):

- a. Social Media.
- b. Digital Advertising
- c. Traditional Media.

2. Sales Promotion:

- a. Tour Packages.
- b. Cooperation with Travel Agents.
- c. Even Khusus.

3. Personal Selling:

- a. Exhibitions and Expos.
- b. Travel Agents.
- c. Customer Relationship Management (CRM).

4. Public Relations:

- a. Press Release.
- b. Influencer Marketing.
- c. Corporate Social Responsibility (CSR).

By combining these strategies, Baubau City can increase awareness and interest among tourists, which will ultimately increase the number of tourist visits. It is important to always monitor and evaluate the effectiveness of any promotional strategy used to ensure optimal results.

The results of this study can be concluded that tourism promotion using advertising, sales promotion, personal selling, and public relations can increase tourist visits in Baubau City.

The results of this research are in line with research conducted by Ika Kendek, et al. (2023) showing that the achievement for tourism development in North Toraja includes: a) Advertising, by posting tourism advertisements that contain notices about tourism of the natural beauty and culture of North Toraja. b) Sales Promotion (Sales Promotion), carried out through exhibitions or event-event. c) Public Relations, carried out through collaboration with organizations or agencies and companies engaged in tourism such as ASITA, HPI and PHRI institutions. d) Direct Marketing, carried out in the form of online channels.

This is in line with the results of research conducted by Hadawiah, Zelfia (2020)

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shows that the Central Buton Regency Tourism Office implements a promotional mix in increasing the number of tourist visits, namely advertising, sales promotion, public relations, personal sales and direct marketing.

2. Culture of Local Communities in Baubau City in Increasing Tourist Visits

The results of research conducted related to the culture of the local community which are assessed from technological tools, economic systems, family systems, and political power systems can increase tourist visits in Baubau City.

The culture of the local community has an important role in attracting tourists, especially when those cultural elements can be integrated in tourism promotion. Here are how the technological tools, economic system, family system, and political power system in Baubau City can be used to increase tourist visits:

1. Technology Tools:

a. **Tourism Digitalization:** The use of technology such as official tourism websites, mobile applications, and interactive digital maps that provide complete information about tourist destinations, accommodation, and activities in Baubau. This technology makes travel planning easier for travelers.

b. **Social Media and Digital Platforms:** Local communities can use social media to promote local culture, traditions, and events. Videos, photos, and stories about daily life and local culture can attract tourists looking for an authentic experience.

c. **E-commerce:** Development of an e-commerce platform to market handicrafts, culinary specialties, and other local products to tourists before and after they visit Baubau.

2. Economic System:

a. **Community-Based Tourism:** Encourage local communities to develop micro, small and medium enterprises (MSMEs) related to tourism, such as homestays, restaurants, and handicraft shops. This not only boosts the local economy but also offers a more authentic experience for tourists.

b. **Agrotourism:** Taking advantage of Baubau's strong agriculture and fisheries sector to attract

tourists interested in nature tourism and agricultural education. Tourists can participate in activities such as harvesting, planting, or fishing.

c. **Traditional Market:** Promote traditional markets as tourist destinations where tourists can buy local products, taste typical foods, and experience the daily atmosphere of the Baubau people.

3. Family System:

a. **Homestay and Cultural Experience:** Homestay programs where tourists can stay with local families, learn about daily life, and participate in family traditions and activities. It provides an immersive and authentic experience of the local culture.

b. **Family Events:** Hold events and festivals that involve the participation of local families, such as traditional ceremonies, traditional weddings, and harvest festivals. Tourists can be invited to watch or even participate in the event.

c. **Educational Tourism:** A tourism program that focuses on cultural education, where tourists can learn about family values, customs, and traditions that are still maintained by the Baubau people.

4. Political Power System:

a. **Local Government Support:** Local governments can play an important role in promoting tourism through supportive policies, such as infrastructure development, providing funds for tourism promotion, and creating a safe and tourist-friendly environment.

b. **Tourism Regulations:** Implementing regulations that support the development of sustainable tourism, protect cultural heritage, and ensure that tourism provides economic benefits to local communities without damaging the local environment and culture.

c. **Inter-Regional Cooperation:** Building cooperation with other regions to develop attractive regional tourism packages, including joint promotion and development of tourist routes that connect Baubau with other tourist destinations.

By making effective use of these cultural elements, Baubau City can create a unique and engaging tourist experience for tourists, which will ultimately increase the number of tourist visits to the area.



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The results of this research are in line with the research conducted by Sugiyarto, Rabith Jihan Amaruli (2018) shows that local culture, especially in Demak Regency, Kudus Regency, and Jepara Regency in general, has unique potential and handicraft product centers that can be developed to increase local cultural tourism. The strategy of packaging local culture, especially the local culture of Demak Regency, the local culture of Kudus Regency, and the local culture of Jepara Regency. The existence of the Central Java Fair can be used as a medium for promotion and introduction of local cultural tourist destination areas (DTW).

3. The Impact of Tourist Visits in Baubau City
The results of the research conducted related to tourist visits were assessed from the increase in foreign and domestic visitor arrivals, the increase in foreign exchange income from the tourism sector, the expansion of employment, the increase in the contribution of the tourism sector to GDP/GDP and the increase in tourism competitiveness in Baubau City.

The impact of tourist visits to Baubau City can be seen from several important aspects, namely increasing foreign and domestic visitor arrivals, increasing foreign exchange income from the tourism sector, expanding employment, increasing the contribution of the tourism sector to GDP/GDP, and increasing tourism competitiveness. Here is an explanation of each of these impacts:

1. Increased Foreign and Domestic Visitor Arrivals:

a. Volume of Tourists:

The increasing number of tourists, both from abroad and domestic, indicates the success of Baubau's promotion and tourism attraction. This can be measured through data on visits at airports, ports, and major tourist attractions.

b. Visitor Diversification:

The increasing diversity of visitor origins shows that Baubau has managed to attract tourists from different backgrounds and countries, which can enrich cultural interaction and expand international networks.

2. Increase in Foreign Exchange Income from the Tourism Sector:

a. Economic Contribution:

Foreign tourists bring in foreign exchange that contributes directly to the local economy through their spending on hotels, restaurants, tourist attractions, and souvenir purchases.

b. Multiplier Effect:

Tourist spending also impacts other sectors such as transportation, services, and trade, creating a double effect that expands the overall economic impact.

3. Job Expansion:

a. New Job Opportunities:

The growth of the tourism sector creates various job opportunities in the fields of hospitality, culinary, transportation, tour guides, and creative industries. This helps reduce unemployment and improve people's welfare.

b. Training and Skills:

To meet the demand in the tourism sector, training and skills development programs are essential, which ultimately improves the quality of the local workforce.

4. Increasing the Contribution of the Tourism Sector to GDP/GDP:

a. Local Economic Growth:

With the increase in tourism activity, the sector's contribution to the Gross Domestic Product (GDP) or Gross Regional Domestic Product (GDP) increases, demonstrating the important role of tourism in the Baubau economy.

b. Economic Diversification:

Tourism helps diversify Baubau's economic base, reduce reliance on traditional sectors and create a more resilient economy.

5. Increasing Tourism Competitiveness:

a. Infrastructure and Service Improvement

b. Development of Tourism Products

c. Marketing and Branding.

Tourist visits have a wide impact on the development of Baubau City, which can be seen from various aspects such as economy, social, cultural, environmental, and infrastructure. Here is a more detailed explanation of these impacts:

1. Economic Impact

a) Increase in Local Income:

The arrival of tourists increases revenue for local businesses, including hotels, restaurants, souvenir shops, and transportation services.



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This provides a direct boost to the local economy.

b) Employment:

The tourism industry creates many job opportunities, both direct (such as tour guides and hotel staff) and indirect (such as food and beverage suppliers, as well as handicraft manufacturers).

c) Foreign Exchange Income:

International tourists bring in foreign exchange that contributes to the balance of payments and supports the stability of the local economy.

2. Social and Cultural Impact

a) Cultural Preservation:

Tourists interested in local culture and traditions encourage people to preserve and introduce their cultural heritage. This can include traditional dances, music, and handicrafts.

b) Cultural Interaction:

Tourists from different backgrounds provide opportunities for cultural exchange, which can enrich the social life of the local community.

c) Community Empowerment:

Community-based tourism allows locals to get directly involved in the tourism industry, increasing a sense of belonging and involvement in the development of destinations.

3. Environmental Impact

a) Environmental Awareness:

The arrival of environmentally conscious tourists can encourage sustainable tourism practices, such as nature conservation and better waste management.

b) Pressure on Resources:

The increase in the number of tourists can also put pressure on natural resources, such as water, energy, and local ecosystems. Good management is needed to reduce these negative impacts.

4. Infrastructure Impact

a) Infrastructure Improvement:

Demand from the tourism sector encourages the improvement of infrastructure such as roads, airports, ports, and other public facilities. This not only benefits tourists but also improves the quality of life of the locals.

b) Development of Accommodation and Facilities:

Investments in the construction of hotels, restaurants, and other tourist facilities create a more comfortable and attractive environment for tourists.

5. Impact on Sustainable Development

a) Economic Diversification:

Tourism helps diversify Baubau's economy, reduces dependence on traditional sectors and provides a stable alternative source of income.

b) Improvement of Quality of Life:

Additional revenue from tourism can be used to improve public services, such as education, health, and hygiene, all of which contribute to improving the quality of life of local communities.

6. Impact of Education and Skills

a) Training and Education:

To support the growing tourism industry, training and education for the local workforce is needed. This helps improve skills and job opportunities for Baubau residents.

b) Awareness and Knowledge:

Tourists bring new ideas and perspectives that can increase the knowledge and awareness of the local community about the outside world.

7. Political and Policy Impact

a) Policy Support:

The success of tourism often motivates local governments to develop policies that support the sector, such as investment incentives, tourism promotion, and infrastructure development.

b) Strengthening Local Identity:

Tourism can strengthen local identity and a sense of pride in the city's culture and heritage, which is essential for social cohesion and political stability.

By managing tourism in a sustainable and inclusive manner, Baubau City can maximize the benefits of tourist visits while reducing the potential for negative impacts. This includes careful planning, community participation, and effective regulation to ensure that tourism growth makes a positive contribution to the overall development of the city.

The results of this study are in line with the research conducted by Ikhsan Fadillah, Ansyari Mone, and Riskasari (2021) showing: (1) Identification of target audiences: The



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Culture and Tourism Office in determining the target audience does not use certain techniques, to reach tourists at a wide range the determination is only made from market analysis, (2) the design of the message of the Culture and Tourism Office in designing the message, namely the use of sentences based on the beauty of tourist attractions Each in each region, and (3) the selection of media used is based on the availability of print media funds such as brochures, posters, billboards, pamphlets, and stickers while for online media, namely websites and social media, attending events is also carried out by showing documentary videos about tourist attractions.

LIMITATIONS OF THE RESEARCH

The results of this study have provided a number of findings, but there are still some things that need to be studied further. This condition is greatly influenced by several things that indirectly become the limitations of the research, namely:

1. This research was produced from the use of interviews with direct face-to-face contact between information seekers and information sources. This will cause problems if the information provided is different from the actual situation.
2. This study does not consider other variables that may affect tourist visits so that it has potential possibilities related to the promotion and culture of the local community in increasing tourist visits have not been included in this study.
3. This research is only conducted based on cross-sectional data, which means that data is obtained from a certain time or only behavior at the time of research while the object of research only focuses on the Baubau City Tourism Office, visitors and local communities in the future can be carried out on a wider scope.

CONCLUSIONS

Based on the results of the research entitled "Analysis of Tourism Promotion and Local Community Culture in Increasing Tourist Visits in Baubau City, Southeast Sulawesi Province", it can be concluded that tourism

promotion through advertising, sales promotion, and personal selling has made a significant contribution to the increase in tourist visits to Baubau City. In addition, the culture of the local community, as reflected in the use of technological tools, economic systems, family systems, and political power systems, also plays an important role in attracting tourists. The increase in tourist visits, as seen from the growing number of domestic and international visitors, the rise in foreign exchange earnings from the tourism sector, the expansion of employment opportunities, the greater contribution of the tourism sector to GDP, and the improvement of tourism competitiveness in Baubau City, has brought significant positive impacts to the welfare of the local community.

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