Studies on the competitiveness of tourist destinations has been dominated by quantitative research is deemed not able to explain the phenomena behind reality. For that it is necessary to develop in-depth study through an approach that is capable of photographing the reality of truth revealed by tourists, because none of the correct measurement, all depends on the context. The aim of this study is to explore the meaning of competitiveness of tourist destinations through the perception of tourists to Pantai Tanjung Karang Beach. Subjects in this study were tourists. Metnggunakan qualitative research methods with a knife phenomenological analysis. Data collected by observation, observation, analysis and in-depth interviews description. To that end, researchers will attempt to mix and mingle with the subject of research. Findings meaning of competitiveness may provide an overview for policy makers (government) in making the regulation of tourism that benefits can be felt by all parties involved (government, private and public), the policy created is expected to create increased competitiveness among the competition of tourist destinations tight currently.

**Keywords:** Competitiveness, Sightseeing, Marketing Strategy, Theory Travel Destinations, Phenomenology

### 1. INTRODUCTION

In recent years, tourism has become a very competitive market (Mezak, 1999; Ritchi and Crouch, 2000; Blanke and Chiesa, 2013). This is the reason that measure the competitiveness of the tourism destination it is important that strengths and weaknesses can be identified to develop future strategies of the tourism destination. The most competitive tourism destinations are the most effective creating sustainable prosperity for the people who are around (Dwyer and Kim, 2003).

Research competitiveness of tourist destinations, originally performed by Haathi and Yavas (1983) and Haathi (1986) then Mezak (1999). Many studies that try to formulate as well as analyzing the competitiveness of tourism destinations in various countries associated with the increasing demands on tourism as one of the trigger important global economy (Kozak and Rimmington, 1999; Hassan, 2000; Dwyer et al 2001; Dwyer and Kim, 2003; Ritchie and Crouch, 2003; Enright and Newton, 2005).

The issue of the competitiveness of tourism destinations explored challenging enough, because this strategic issue until now has not been widely explored seriously. Increasing the competitiveness of tourist destinations is seen as a strategic move to expand the market share of tourists and optimize the utilization of tourism potential of the region. Competitiveness largely determines the extent to which the ability of the tourism product to penetrate and reach the top of the global tourist market competition increasingly fierce. Every tourism destination is required to
demonstrate superior competitive position in order to facilitate the promotion and marketing activities more effectively in the global marketplace.

In this regard Scott and Lodge (1985) and Damanik (2013) defines competitiveness as the ability of a country to create, produce, distribute, or serve the product in the international economy and at the same opportunity to benefit from increased resources. The key is creating a value advantage over products produced and distributed in the market. Sharper definition formulated by Porter (1990), which is a country's ability to design, produce and market goods and services, the characteristics of the price and not the price of a product that makes it more attractive than competitors' products and the country while ensuring continuity of product market. Strong evidence-lack of competitiveness can be traced from the large-small market share of the products and services consumed or purchased by the user in the international market. In the context of tourism, the above definition can also be applied. The difference in price and quality of tourism products between tourist destinations are the substance of competitiveness.

The number of choices of places to tour today, making any tourist destination should demonstrate its uniqueness in order to compete with other places. As well as a place of business, the development of tourism destinations in Indonesia to experience rapid growth. The coast of Pantai Tanjung Karangis one of the mainstay tourist destinations located in Central Sulawesi Donggala. The coast of Pantai Tanjung Karanghas the potential landscapes and beautiful beaches as well as breathtaking panoramic white sand. And the sea is very pleasant for water activities such as swimming, snorkeling, diving, boating along the beach, sunbathing off the coast while enjoying the sunshine. Travelers who come to this place are those who are fond of the sand, sea and sun. Tourist destinations Tanjung Karang Beach has accommodation facilities are quite complete and the majority of this place inn snorkelling equipment rental.

Report by Central Sulawesi statistical in 2012 that the number of tourist arrivals in 2010 reached 1.41223 million people. In 2011 amounted to 1,672,935, of that number as many as 9,225 people of foreign tourists visiting Central Sulawesi. When compared with the number of tourists in the year 2011 amounted to 7163 people, this means an increase of 2,062 or 18.74%. Central Sulawesi in 2011-2012 contributed to a foreign exchange gain of Rp. 41.025 billion.

From the above explanation, the researchers are interested in knowing how the traveler's perception of the meaning of competitiveness of tourist destinations Tanjung Karang Beach Donggala, Central Sulawesi?

2. LITERATURE

2.1. Sightseeing

Destination is a place visited by a significant time during the course of a person compared to other places were impassable during the trip (for example the transit area). A place definitely has certain limits, either actual or legal.

Tourism destination of many kinds, according Kusudianto (1996), tourism destinations can be classified or grouped by characteristics, as follows:

1. Destinations natural resources, such as climate, beaches, forests
2. Destinations cultural resources such as historic sites, museums, theaters, and local communities.
3. recreational facilities such as amusement parks
4. Events like Balinese arts festival, the Feast of Lake Toba, funfair
5. The specific activity, such as the casino at Genting Highland Malaysia, Shopping in Hong Kong
6. The appeal of psychological, such as adventure, romantic trips, remoteness.

2.2. Concept of Competitiveness

The theory of competitiveness (competitiveness) appears on industrial society. The trail seemed to start from the approach of industrial organization (IO-Porterian Model), which later evolved into the approach of competitive dynamics (Smith and Ferrier), dynamic governance (Neo & Lee), up to a regional approach cluster (Krugman and Porter) as well as other approaches known in theories resource-based (Penrose, Barney, Hamel and Prahalad), as well as market-based view. Although preceded by the concept of comparative advantage (comparative advantage) since the 18th century Ricardo competitiveness gets more attention, especially the last three decades, the competitiveness of one of the terms that are very popular, but still not simple to understand. As expressed by Gareli (2003) that the multidimensional concept is very possible variety of definition and measurement. It is not surprising that the development of views on competitiveness not spared from criticism and debate that continues today.

Talking about the competitiveness, will not be separated from an expert in strategic management famous named Michael Porter, a term that is closely related to Porter is a competitive advantage (competitive advantage), which is often defined as anything that is considered the organization was good, implicitly competitive advantage is a weapons used by corporate managers to win the competition among competitors. Furthermore, Porter reveals that competitive advantage is not about how to beat the rival, but rather about how to create superior value (Magretta, 2012).

Borrowing ideas Porter (1990) on competitiveness is a country's ability to design, produce and market goods and services, the characteristics of the price and not the price of a product that makes it more attractive than competitors' products and the country while ensuring continuity of product market. In the context of tourism, Porter definition can be applied, the difference between the price and quality of products is the substance tourist destinations competitiveness. If related to the substance of the definition, the competitiveness of a destination is the destination level ability to create and market tourism services are more attractive in comparison to other destinations, so as to achieve tourists visit in greater numbers on an ongoing basis.

These capabilities must be proved by specific parameters, for example, a combination of the number of foreign tourists who visit within a certain time period, duration of visits and the amount of foreign exchange from tourism. That is, as a leading tourist destination, a negarra must have and be able to provide all the appeal, quality tourism experiences and resources related to tourism that are not available or can not be produced by other destinations. (Dimanche, 2005; Enright and Newton, 2005; in Damanik, 2013).

The competitiveness of a tourist destination is a complex concept and a relative, a part of this complexity suggested given definition limits the competitiveness of tourist destinations in the light of the place or form of actual or perceived, such as the physical limits of an island, political boundaries, or even the boundaries create a market.

2.3. Resource-based view (RBV)

Resource-based view (RBV) is a method for analyzing and identifying the strategic advantages of a company based on a review of the combination of assets, expertise, capabilities, and intangible assets that are special as an organization (Pearce & Robinson, 2013),
RBV underlying assumption is that a fundamentally different company because every company has a 'collection' unique resources, in the form of tangible and intangible assets as well as the organizational capability to utilize these assets. Each company developed the competence of these resources and when developed properly, this competence be a source of competitive advantage.

Core competency is the ability or skill that is emphasized and sharpened by a company in its activities as well as in pursuing the mission in general. RBV emerged as a way to make the concept of core competencies more focused and measurable, by creating an internal analysis more meaningful. RBV underlying concept consists of three main resources are: tangible assets, intangible assets and organizational capabilities.

Intangible assets are assets that most easily identified, there are usually dineraca company. These assets include production facilities, raw materials, financial resources, buildings, and computers. Intangible assets are assets of the company which can not be touched or seen, but this is often an important asset in building a competitive advantage; brand, corporate reputation, organizational morale, understanding the techniques, patents and trademarks as well as accumulated experience in an organization. Organizational capabilities are the skills (the ability and the means to combine the assets, people and processes) that are used by companies to transform inputs into outputs.

3. RESEARCH METHODS

The method used is qualitative method (Moleong, 2013), because he wanted to explore the understanding and knowledge of the experience of informants about the meaning of competitiveness of tourist destinations Tanjung Karang Beach Donggala. Selection Beach Tanjung Karang as the study site because Tanjung Karang Beach is the leading tourist destinations Donggala because it has natural scenery and beautiful beaches and become one of the tourism development project in Central Sulawesi. However, Tanjung Karang as a unique tourist destination which is not yet able to bring in tourists as expected and has low competitiveness. Required informants are those who have visited the Tanjung Karang Beach.

In qualitative research indispensable role or presence of researchers. Researchers are instrumental in qualitative research. The presence of researchers in this study is as an observer, participant (observer as participant). Collecting data in this study done in several ways, namely: (1) Observation (2) interview and (3) documentation, through in-depth search of the facts and phenomena of the object of other research, so it will be found to be useful for analysis in this study. Creswell (1994).

4. RESULTS

4.1. What Meaning Competitiveness Sightseeing?

To be able competitiveness with other tourist destinations, a destination must have the advantage of uniqueness offered to tourists, from in-depth interviews, the meaning of competitiveness is classified into 3 (three), namely:

4.1.1. Have the Power Pull (attraction)

Attractiveness of tourist destinations include: the appeal to be based primarily on the wealth of natural, cultural and man-made / artificial, such as events or often called special interest (special
interest). Here is the informant's perception of understanding of the appeal of Pantai Tanjung Karang:

A foreign tourists coming from Germany, said that the beauty of Tanjung Karang Donggala not inferior to other destinations in Indonesia, following his statement:

"I have a lot of vacation to several parts of the world, including Indonesia such as Lake Toba, Tana Toraja, and of course Bali, but only this time I came to Donggala and I was instantly amazed at its beauty. Pantai Tanjung Karang area has a special attraction for our foreign tourists, because in addition to silent also has the charm of the underwater world that is more varied. (laughing he says) if in other areas, I need not mention his name, more divers than fish to be seen or the beauty of the coral, precisely in Tanjung Karang, natural sea more beauty store "

Neither the disclosed some tourists archipelago, that Pantai Tanjung Karang has some appeal, namely white sandy beaches, coral reefs, so it can be a lure for tourists in general and special interest tourists who like to dive. The following are excerpts of the interview:

"... The appeal of Cape Coral, the first: beaches, because there is a white sand beach, the second has a coral reef that can be sold to the general tourists, as well as the pleasure of diving, snorkeling, just a very good thing."

"For Tanjung Karang, in terms of the product, its uniqueness is not inferior to the others, sand, coral, not inferior to tourist destinations such as Raja Ampat is more popular today, Bunaken has got a lot of national right, the sand is nice, the beach is nice."

"... Here we can dive no need to take the ship, down to the beach, direct diving, snorkeling can also ... although the evenings, if you want to dive, may ...

"We have 16 diving and snorkeling spots, the total is actually 21, but sold new kewisatawan 16, who want to see the beauty of the reef but did not know the diving and snorkeling, can use glass boat."

"The view is nice, shallow sea, making it great for bathing. White sand, marine park, there is even a warship that sank there still exist a jeep in it."

One informant said that another attraction for divers is in certain months between July, August and September, tourists are lucky to meet up with a herd of leopard sharks migrating through the Strait of Makassar.

".... Here are marine animals such as crabs, shells like corals, and if lucky, in certain months we could see leopard sharks migrating"

Departing from the above description, the informant understands that Tanjung Karang as a destination has the charm of appeal that can make tourists decide to come visit, such as natural resources, which consist of a clean beach, white sand, marine life, coral reefs, and even there a warship which sank Dutch heritage is not far from the beach. Geographically located on land that juts into the sea and is located at the mouth of the Gulf of Palu, and its southern hills, the east overlooking the bay of Palu and the west facing the Makassar Strait makes this destination has a panoramic exotic nature even very rare when compared with destinations other.

Also found a wealth of marine life that is very rarely found in other destinations that tourists can see a collection of dolphins and sharks leopard that moves on the high seas only on certain months, which is about the month of July, August and September.
4.1.2. Having Accessibility

Accessibility has an important role in a tourist destination, is the accessibility of tourist is all the means that makes it easy for tourists to reach a destination and destination-related, including support transportation systems that include: route or transportation lines, terminal facilities airports, ports and modes other transportation to reach a tourist spot. Some travelers expression as follows:

"... If another place (that is, other destinations) bit remote access, is approximately 40 km, a maximum of 1 hour we Palu, we can come home late in the morning."

"Accessibility and transport to Tanjung Karang is smooth, so it's just that there has been no question of travel agents, should be equipped with it, including money changernya, so that people no longer need to Palu."

"Just 40 minutes from the city of Palu, we can instantly refreshing, can directly snorkeling and diving."

From the above statement, it can be understood that the proximity to the city of Palu capital of Central Sulawesi province is one of the attractions owned by Tanjung Karang, only about 40 km or with a travel time of approximately 45 minutes, has been able to see the beauty of nature, because there is no congestion along the roads, and the condition of the road leading to the Pantai Tanjung Karang is relatively good. Similarly if you want to dive in shallow waters, it is not necessary to use a boat or ship.

An important point gained from informants that accessibility is important and should be considered in a destination. Accessibility should also be extended to the issue of cost to visit and a destination must be judged reasonable by tourists if it is to thrive. Value for money is as important as price and exclusivity implicit in a destination.

4.1.3. Facilities

The facility, which is referred to in this study are all the facilities and infrastructure required to meet the needs of tourists during in Tanjung Karang, namely accommodation, transportation and places to eat. The accommodation is a place where tourists stay overnight or break during travel to their destinations. Pantai Tanjung Karanghas not been found in hotels, most tourists stay in cottages are a place to stay while made from materials that are non permanent. Homestay is a place to stay that use part or all of the building as a place to stay.

"Cottagenya is tolerable, although still need to be improved service, if you ask me as tourists, that's enough."

"If Prince John is good, are of international standard."

Of 9 (nine) pieces cottage in attraction cape coral, not all the cottages have international standards, only 1 (one) cottage which has full facilities, namely Prince John. Two of which have a standard of service that is good is Cottages Harmony owned by local communities, and Cottages Natural owned by the Government of Donggala under the auspices Directory of Cultural and Tourism Donggala Cottage has facilities that can support the hobby of foreign tourists such as snorkeling, diving, tools divers equipped with underwater cameras, as well as boats for divers. There is also a temporary resting place made of tin-roofed wood without walls, called tents. It is not intended for tourists who stay.
4.2. Policy suggested to government

Increased tourist arrivals in starting the process of identifying the informant understanding of the meaning of competitiveness of tourist destinations, namely: attractiveness, accessibility and facilities, then takes the approach RBV (Resource Based View) as a strategy to increase competitiveness. RBV underlying concept consists of three main resources are: tangible assets, intangible assets and organizational capabilities.

Tangible assets are the assets most easily identified, on tourist destinations Tanjung Karang, assets include the appeal in the form of the beautiful scenery along beach activities to do and a unique form of migration sharks leopard rarely found on other beaches, the accessibility of a convenience visit the beach Tanjung Karang, and facilities contained within the destination Pantai Tanjung Karang Beach attractions Donggala.

Intangible assets are assets of the company which can not be touched or seen, but this is often an important asset in building competitive advantage. Tanjung Karang Beach name is well known among foreign tourists and the archipelago. The slogan of "hidden beauty of Donggala" should be promoted through print and electronic media, so that image Tanjung Karang Beach Donggala seakin good and famous.

Organizational capability in Tanjung Karang Donggala form of synergy between the community, government and private sectors to Tanjung Karang should be better, that aim to improve the competitiveness of tourist destinations coast of Pantai Tanjung Karangcan be realized.

5. CONCLUSION

Approach Resource Based View associated with the choice of strategies that can be used by the government to identify, develop, and use primary resources owned by Tanjung Karang Donggala to maximize visitors, because the destinations that have and use resources and capabilities efficiently has a great opportunity for competitiveness.

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