Good tourism governance and tourism development in Bira village

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Abstract: This research aims to ensure sustainable tourism development in Bira Village, emphasizing environmental and cultural preservation. Effective tourism management must ensure the sustainable use of natural resources, including water, energy, and waste management, to prevent environmental degradation. Additionally, planned and sustainable tourism development can empower local communities through training and capacity building, ensuring economic benefits are directly felt by the community.The Indonesian government has strengthened the tourism sector with a focus on sustainability, identifying key destinations and supporting cultural and environmental conservation initiatives. The establishment of the Indonesian Tourism Fund supports high-quality and sustainable tourism development by financing infrastructure, destination promotion, human resource training, and environmental conservation projects. Bira Village boasts 12 maritime tourism destinations along the Bulukumba coast, with five managed by the government and seven by local communities. Despite its potential, Bira Village has not been fully optimized for tourism development. This study analyzes the collaboration between the government, private sector, and local communities to achieve sustainable tourism development in Bira Village. Using a qualitative research approach with Interpretative Phenomenological Analysis (IPA), data were collected through observations and interviews with key stakeholders. The findings highlight the importance of comprehensive promotion and marketing strategies, including online tourism marketing and community-based initiatives, to enhance tourist visits and boost the local economy. The research underscores the need for collaboration among all stakeholders to realize Bira Village's full tourism potential sustainably.

Keywords: Community empowerment, Government collaboration, Sustainable tourism.

1. Introduction

Tourism is a significant economic sector that can substantially contribute to Indonesia's Gross Domestic Product (GDP) (Antara & Sumarniasih 2017, Haryana 2020, Li et al 2024). Effective tourism development can create employment opportunities, enhance community income, and promote infrastructure development, yielding positive economic impacts. Furthermore, tourism plays a crucial role in introducing national culture and identity to the international community (Zhang et al 2023, Lexhagen et al 2023, Lever et al 2023, Yousaf et al 2024). Bira Village, with its natural wealth, culture, and history, has the potential to become a premier destination attracting both domestic and international tourists.

This research is vital to ensure that tourism development in Bira Village considers the preservation of local nature and culture, including the protection of coastal ecosystems, forests, and coral reefs, as well as the preservation of local traditions and culture. Proper tourism management must ensure the sustainable use of natural resources, including the management of water, energy, and waste to prevent environmental damage (Irawan & Hartoyo 2022, Perkumienė et al 2023, Baloch et al 2023, Farrukh et al 2023). Additionally, through planned and sustainable tourism development, local communities can be

empowered, including training and empowering local residents to manage tourist destinations so that economic benefits are directly felt by the community.

Uncontrolled tourism growth can lead to issues such as social injustice, gentrification, and overcrowding in tourist destinations (Cheer et al 2021, Diaz-Parra & Jover 2021, Seyhan 2023, Żemła 2024). The Indonesian government has taken steps to strengthen the tourism sector with a focus on sustainable development. This includes identifying key destinations, supporting natural and cultural conservation initiatives, and integrating sustainability principles into tourism management. The establishment of the Tourism Fund or Indonesia Tourism Fund is a proactive step in supporting quality and sustainable tourism development. This fund can be utilized to finance various projects that support tourism growth, such as infrastructure, destination promotion, human resource training, and environmental conservation.

Bira Village boasts 12 marine tourism destinations along the coast of Bulukumba Regency. Of these, five destinations are managed by the government, and seven are managed independently by local communities. The natural beauty of these destinations is diverse, with Bira Beach being a well-known icon among both domestic and international tourists in South Sulawesi. Bira Beach offers stunning beach views, clear and clean waters, and alluring white sand. Despite its rich natural, cultural, and historical potential, Bira Village has not been optimally utilized for tourism development.

Tourism development is a complex process that requires collaboration among various stakeholders (Rahman et al 2022, Jung 2022, Koiwanit & Filimonau 2023, Ivars-Baidal et al 2024). This research aims to analyze the cooperation between the government, private sector, and local communities in achieving shared goals for sustainable tourism development in Bira Village. This study is a crucial step to ensure that the tourism potential in this village can be optimally and sustainably utilized, bringing benefits to the local economy, nature conservation, and community well-being.

2. Method

This study employs a qualitative research approach to investigate natural conditions, with the researcher acting as the key instrument for data collection through triangulation. Using a descriptive approach, the research systematically analyzes data to present factual and accurate descriptions without generalization (Syahrizal & Jailani, 2023). The study uses Interpretative Phenomenological Analysis (IPA) to explore subjects' meanings of their personal and social lives (Smith, Flower & Larkin, 2009). Conducted over two months (June to July 2024) at a tourist attraction in Bira Village, the research aims to introduce the destination. The focus is on community-based tourism governance in Bira Village, involving local government, tourism stakeholders, and the local community, emphasizing sustainable development and good tourism governance identified through ten principles. Primary data is collected through observations and interviews with relevant institutions in Maros Regency, while secondary data is obtained from reading materials and official documents to support the findings. Informants are selected through purposive sampling, targeting those knowledgeable and directly involved in the research issues. Data collection techniques include direct observation, guided interviews, and documentation to complement primary data. Data credibility is ensured through triangulation, involving source, technique, and time checks. The study uses interactive data analysis techniques (Miles et al 2014), including data collection, reduction, and presentation, following the IPA model (Eatough & Smith, 2017).

3. Result and Discussion

3.1. Development of Tourism Promotion and Marketing Systems

Promotion and marketing play a crucial role in tourism as customers rarely see, feel, or try the products they intend to purchase. To evaluate a product, one must travel to the destination, as the primary goal is to communicate the product's value. Tourism products comprise natural, cultural, and man-made elements, as well as access facilities and other infrastructure.

Bulukumba is actively promoting and marketing its tourism to ensure all its potential is known to tourists. Various strategies have been implemented by the Bulukumba Regional Government to attract visitors. One notable approach is online tourism marketing, utilizing social media and innovations such as Bulukumba Tourism and the Bulukumba In Your Hand application. Additionally, Familiarization Trips (Famtrips) and the Bulukumba Festival are organized to showcase the region's tourism potential to the public and industry stakeholders.

Tour packages and promotions through print media and the Bulukumba Mall platform are also employed to reach a broader audience. This diverse approach demonstrates a comprehensive effort by the local government to leverage various communication and promotion channels to increase tourist visits and boost the local economy through tourism.

The Department of Culture and Tourism of Bulukumba Regency has utilized social media for online tourism marketing. By empowering the younger generation, the Bulukumba Social Media Team was established. This team serves as an extension of the local government, introducing various potentials through the social media platforms of the youth. Another innovation in the tourism sector is Bulukumba Tourism, an Android-based tourism information service application developed as part of PT. Telkom's Corporate Social Responsibility (CSR). The program's initial idea stemmed from the increasing prevalence of gadgets and smartphones in Indonesia, which have become primary necessities.

The Bulukumba Regency Government is not complacent with the existing Bulukumba Tourism innovation. The regency is striving to optimize technology in various sectors, including tourism. One such innovation is the "Bulukumba In Your Hand" application. This application is designed to facilitate tourists visiting Bulukumba by utilizing augmented reality (AR) and virtual reality (VR) technologies. These features allow users to view content in video, animation, and 3D formats, providing an interactive and immersive experience.

Moreover, the application integrates with Google Maps, offering comprehensive guidance to tourists. This use of technology reflects an adaptation to the increasingly digitalized tourism industry market behavior. Through this approach, Bulukumba aims to enhance its tourism appeal and provide a better experience for visitors. "Bulukumba in Your Hand" offers a comprehensive view of Bulukumba's attractions and will connect with similar applications, such as "Europe in Your Hands" and "Australia in Your Hands," promoting Bulukumba tourism in Europe and Australia.

In addition to online tourism marketing, Famtrip activities explore the tourism potential, particularly the supporting tourism in Bulukumba. The Bulukumba Regency Government organizes Familiarization Trips (Famtrips) as a strategy to introduce and explore leading tourism potentials and lesser-known destinations. This program involves various stakeholders in the tourism sector, such as the Indonesian Tour Guide Association (HPI) Bulukumba, social media influencers, tour operators, communities, and tourism ambassadors. Participants are invited to directly experience the beauty and uniqueness of Bulukumba's tourist destinations, with the hope that they will promote and increase the area's popularity. This initiative also aims to strengthen cooperation networks between the government and tourism industry players to foster tourism sector growth in Bulukumba Regency.

3.2. Human Resource and Institutional Development

The success of tourism activities is significantly influenced by the quality of social interactions between tourists and the tourism organizations managing these activities, including those from the community, private sector, industry, and government. These organizations play a crucial role in facilitating management and accelerating the achievement of tourism development goals. The development of human resources (HR) in tourism aims to maximize human potential to become adaptive and transformative social beings, capable of managing themselves and natural resources towards well-being in a balanced and sustainable framework.

In Bulukumba, particularly in Bira, various tourism HR empowerment programs have been implemented, including local guide training, guide certification, and competency enhancement through village-based foreign language courses offering free instruction in English, Arabic, and Mandarin.

These programs aim to support productive economic activities, such as becoming tour guides or at least being able to communicate with tourists.

Efforts to develop tourism HR in Bulukumba include competency enhancement through village-based foreign language courses, guide training and certification, and internet marketing training to improve digital marketing skills among local tourism actors. These initiatives are designed to elevate the quality of interactions between tourists and service providers, thereby enhancing the overall tourism experience and contributing to sustainable tourism development in the region.

3.3. Involvement of All Stakeholders

Stakeholders play a crucial role in the development of tourist destinations. Without their support and involvement, it is impossible to achieve good tourism governance and create the tourism multiplier effect. The development of Bira Village as a tourist destination involves many actors, each with their respective roles.

These stakeholders include the local community, private sector, industry professionals, and government entities. Their collective efforts are essential for creating a well-managed tourism environment that can foster economic growth, cultural preservation, and environmental sustainability. Engaging these stakeholders in collaborative planning and decision-making processes ensures that the diverse needs and interests of all parties are considered, leading to more effective and inclusive tourism development strategies.

Furthermore, stakeholder involvement enhances the capacity for innovation and resource mobilization, contributing to the overall resilience and competitiveness of the tourism sector. By working together, these actors can leverage their unique strengths and capabilities to promote Bira Village as a premier tourist destination, maximizing the benefits of tourism for the local economy
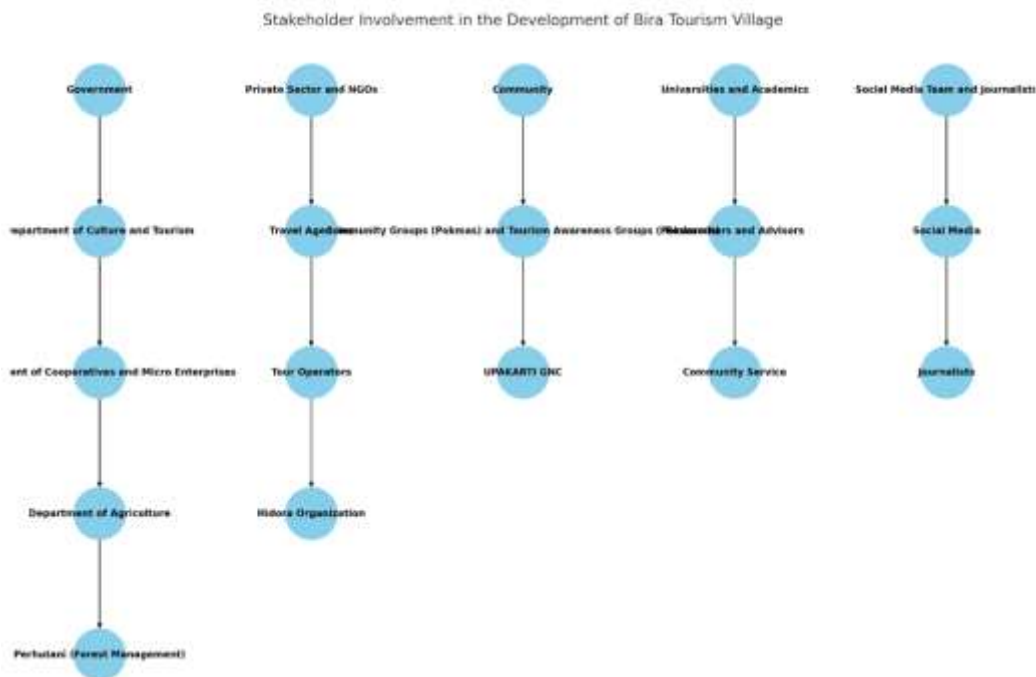

Figure 1.
Stakeholder involvement in the development of Bira tourism village.

In the government sector, several Regional Apparatus Work Units (SKPD) are involved, including the Department of Culture and Tourism, the Department of Cooperatives and Micro Enterprises, the Department of Agriculture, and Perhutani (the State Forestry Corporation). In the private sector and non-governmental organizations (NGOs), stakeholders include Travel Agencies (BPW), tour operators, and environmental organizations such as Hidora. Community involvement is also significant, with groups like local community associations (pokmas) and tourism awareness groups (pokdarwis) such as UPAKARTI GNC. Additionally, higher education institutions and academics contribute through community service and support. Social media teams and journalists play a role in online tourism marketing. With the involvement of all these stakeholders, the development of Bira Village as a tourist destination can proceed more effectively and sustainably.

Achieving good tourism governance and sustainable tourism development in Bira Village requires a collaborative and participatory approach from various stakeholders. In the government sector, the Department of Culture and Tourism is responsible for tourism planning and promotion, while the Department of Cooperatives and Micro Enterprises supports the development of small businesses and cooperatives in the tourism sector. The Department of Agriculture can introduce the concept of agro-tourism, combining agricultural activities with tourism, and Perhutani manages forest areas that can be developed as natural tourist attractions.

The private sector and NGOs also play crucial roles. Travel Agencies (BPW) and tour operators bring tourists to Bira Village, while NGOs like Hidora contribute to environmental conservation and sustainable tourism education. Local communities, through groups like local community associations (pokmas) and tourism awareness groups (pokdarwis) such as UPAKARTI GNC, help manage and develop local tourism potential while maintaining cleanliness and safety at tourist destinations.

Higher education institutions and academics provide valuable contributions through research, guidance, and community service, offering science and technology-based solutions for tourism development. Social media teams and journalists enhance online tourism marketing through various platforms to increase awareness and interest in Bira Village.

Infrastructure and facilities development is also crucial, including improving road access, providing public facilities such as toilets and parking spaces, and developing homestays and restaurants that meet cleanliness and service standards. Supporting local businesses in providing regional food and beverages is also important. Training and empowering the local community in hospitality skills, homestay management, and entrepreneurship are essential factors. Economic empowerment programs support small and medium-sized enterprises (SMEs) through access to capital, marketing, and entrepreneurial training.

Environmental management through conservation and preservation programs, such as beach cleanups, reforestation, and waste management, along with educating the community and tourists on the importance of cleanliness and environmental sustainability, are vital steps for sustainable tourism. Marketing and promotion are carried out through social media campaigns, official websites, and collaborations with influencers. Organizing events and cultural festivals can attract tourists and promote local cultural wealth. With the involvement of all parties and the implementation of these strategies, the development of Bira Village as a tourist destination can proceed effectively, creating good tourism governance and generating positive multiplier effects for the local economy and community well-being.

4. Conclusion

Promotion and marketing are crucial in tourism because customers rarely have the opportunity to see or try the product before purchasing. Bulukumba actively promotes its tourism through online strategies such as social media, the Bulukumba Tourism application, and Bulukumba In Your Hand. Additionally, events like Familiarization Trips and the Bulukumba Festival are organized to showcase the region's tourism potential. Tourism human resource development is carried out through local guide training, certification, and foreign language courses. The involvement of various stakeholders from the

government, private sector, NGOs, and local communities is essential for sustainable tourism development. The use of modern technology, infrastructure improvement, and environmental management are also key focuses to enhance the tourist experience and ensure tourism sustainability. With this approach, Bulukumba can create good tourism governance and deliver positive impacts on the local economy and community well-being.

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