

The Development Of The Tourism Object In Baloli Village, Masamba, North Luwu

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Abstract – Community participation in the management of the tourism sector is highly important in supporting the economy of the people of Baloli Village. This study discusses the process of community participation in Baloli Village in improving the economy through the tourism sector. In this study, the researcher applied the descriptive qualitative method. Data were collected through interviews, field studies, and documentation. Informants in this study were selected using a purposive sampling technique. In general, the selected informants were those who understand the problem studied. Those informants were the Village Secretary, the Head of the Community Welfare, Service, and Empowerment Section, visitors, and local people. The results indicated that community participation in tourism development, such as decision making, activity implementation, and utilization of results, is good. However, their participation in monitoring and evaluation is still not optimal. Furthermore, the potential of the tourism objects in Baloli Village is not developed maximally, such as many supporting facilities that have not been fully ideal.

Keywords – Participation, Community, Tourism, Baloli Village.

I. INTRODUCTION

Tourism is one of the sectors that can increase the country's original income apart from oil and taxes (CessarioSutrisno, 2013). Currently, the Indonesian government continues to carry out tourism promotions to attract foreign and domestic tourists (Wolah, 2016). Essentially, the tourism sector plays an important role in improving the Indonesian economy after the role of oil and gas weakens.

The tourism sector affects not only the economic sector but also other sectors, such as the cultural and political sectors (RobiCahyadi, 2015). Nowadays, tourism is a very promising industry economically so that it needs serious efforts from the government and the local community to develop the possessed tourism objects (Hasan Basri, 2019).

Efforts to increase income and people's welfare through the tourism sector certainly require the availability of tourism objects. It is not enough to take advantage fully of the tourism objects that have been shaped by nature. The government and all concerned parties must develop these tourism objects. Essentially, development in the tourism sector is developing and exploring tourism potentials by utilizing natural resources, human resources, and man-made resources possessed in a certain area (Ika Setiawan, 2016). Tourism development is expected to be able to empower people which will improve economic independence and promote poverty alleviation (BteRusdin&Winda, 2020).

Successful tourism development is the development carried out jointly, including developing a tourism object by involving the local community so that the tourism object can provide benefits economically, socially, and culturally for the local community (Setijawan, 2018). The process of involving and empowering the local community in tourism development will also improve the village's original income which will be used for village development. Therefore, one of the approaches that can be used for community-based tourism development is a participatory approach (Rusyidi&Fedryansah, 2018).

In essence, the tourism sector is an economic activity that can provide benefits not only to improve the welfare of local communities but also to increase local revenue. However, it is sometimes forgotten that the development of social aspects that are not given special attention may cause problems.

Tourism is an activity that involves all levels of society so that it has an impact on the existence of the local community. The impact of tourism concerning the relationship between the local community and tourists is the commoditization and commercialization process due to the hospitality of the local community (Pitana& Gayatri, 2005).

Community participation in the development process is the main requirement that becomes the basis for the success of a regional development process. In the development stage, community participation is a demand to solve problems faced in the development process, such as the problem of sustainability and outcomes that have not been achieved in many regional developments. Community participation is an important element in the implementation of development because development is an activity carried out by the local people. Community plays not only as of the object of development but also the subject of development in the frame of community participation. This can be seen from several opinions formulated by many experts. According to Jnanbrota Bhattacharyya, participation is taking part in joint activities (Ndraha, T, 1990).

Furthermore, community participation is an important element in the implementation of development because development is an activity carried out by the local people. People are not only the object of development but also the subject of development. To obtain an overview of community participation, we can see the following opinions expressed by some experts. The importance of participation in development is as follows.

1. Community participation is highly important to obtain information related to community attitudes towards the presence of successful or failed programs.
2. The community is highly needed to be involved in every development program starting from the planning process to the evaluation process so that there is a sense of responsibility in succussing the program.
3. Involvement in a nation's development is the right of every citizen. (Conyers, 1991)

Pasaribu & B. Simanjuntak (1982: 27) stated that the types of participation are:

1. Participation in thoughts,
2. Participation in skills,
3. Participation in strength,
4. Participation in property, and
5. Participation in money.

C. Ericson (in Slamet, 1993: 89) stated that the types of community participation can be classified as follows.

- a. Participation in the development stage
- b. Participation in the implementation stage
- c. Participation in the infrastructure supervision stage

Furthermore, Keith Davis stated that the term 'participation' is defined as a person's mental and emotional involvement in a group situation as a vehicle to contribute to group goals and to share responsibilities within them (Davis & Newstrom, 1990).

Furthermore, the opportunity for people to participate in tourism development in Baloli Village is quite good. People's participation in developing the tourism object in the Salu Kula river, Baloli Village, North Luwu is one of the opportunities possessed by the local community to participate starting from the decision-making stage to the implementation activities, monitoring, and utilization of results. At the decision-making stage, the local community has the capacity and authority to participate in deciding which tourism potential will be maximized at the Salu Kula river, Baloli Village. The opportunity for the local community to participate in the implementation stage of tourism development activities is also quite good. However, the results of these tourism development activities still have many shortcomings. These shortcomings are as follows. The first is the lack of facilities and infrastructure. For example, road access to the tourism object is inadequate. The road is still in a damaged condition and needs widening so that tourists who come to this tourism object will feel more comfortable. Meanwhile, the second is the lack of facilities for visitors. For example, the parking area is still inadequate so that visitors occasionally use the roadside as a space to park their vehicle. In these problems, the local community and the village government must increase their cooperation to be able to develop the tourism object in Baloli Village to become the preferred tourist location.

There are 3 actors who play an important role in increasing the tourism sector. They are the community, government, and private sector. In this context, the community is people who live around the tourism object as the legal owner of various resources that may serve as tourism capital, such as culture. Community leaders, youth, intellectuals, related groups, and the mass media are also part

of this community. Furthermore, the private group consists of entrepreneurs engaged in the tourism sector, while the government groups are those who lead the areas administratively and possess authority on the areas (Pitana & Gayatri, 2005).

North Luwu possesses many interesting tourism objects to visit. One of them is the Salu Kula river in Baloli Village, Masamba, North Luwu. The tourism attractions offered in this location are river tubing and flying fox. However, the development of tourism objects in Baloli Village still has problems, such as the lack of facilities and infrastructure to support tourism activities.

With the development of tourism objects in Baloli Village, more supportive facilities and infrastructure are highly needed to support to increase tourist visits to the area of Baloli Village so that tourism development can run well. Therefore, it is necessary to have facilities to support the needs of tourists who want to visit the location, such as more detailed tourism information and better facilities in the tourism object. If the existing facilities around the tourist object are adequate, it will be a strength and opportunity for this location to be visited by many tourists. However, if the supporting facilities are inadequate, it will become a threat or weakness for this location.

Baloli Village, as one of the tourist destinations in South Sulawesi, especially for Masamba, has natural resource potential which essentially has sufficient natural potential to increase regional development and improve community welfare. Tourism development is certainly inseparable from the local community around the tourism object. Community participation is highly needed in tourism development because the community is the first element in tourism development itself. This community participation is influenced by two factors: internal and external factors. The internal factor that exists in community participation is inner values combined with things that can be perceived by the five senses in the process of seeing, feeling, smelling, hearing, and touching. The development of the tourism sector must be supported by internal factors, such as gender, age, education, occupation, income, origin, gender, and economic status from the local community. Meanwhile, external factor covers the social and physical environment of the tourism object.

The participation of the local community greatly helps the success of community-based tourism development. The description above shows that there are still problems found in the tourist object developed in Baloli Village, Masamba, North Luwu. Furthermore, to construct the discussion in this study, the researcher applied 4 aspects proposed by Totok Mardikanto in which community participation is voluntary community involvement in the process of decision-making, activity implementation, monitoring, and utilization of results (Mardikanto, 2012). Based on a study conducted by Sefira et al. using a qualitative descriptive method, they concluded that the tourism sector should be able to provide an increase in community welfare, which is not utilized properly by the government of Nganjuk Regency. In fact, this regency has many potential tourist objects, such as mountainous landscapes, waterfalls, and recreational parks. However, these objects have not been managed optimally (Sefira et al., 2013).

The purpose of this study is to find out to what extent the community participation in tourism development in Baloli Village, Masamba, North Luwu.

II. METHODS

The type of this study was qualitative research. According to Moleong, qualitative research is research related to understanding the phenomena experienced by research subjects. In this study, the researcher applied the descriptive method. According to Moleong (2012) again, the descriptive method is to provide an overview of social phenomena. In the context of this study, the defined social phenomena were community participation in the implementation of the tourism object development and the factors that support and hinder the implementation of this development. Data obtained in this study came from existing data from the government of Baloli Village. Furthermore, the selected informants in this study were people who deeply understand the research phenomena. To obtain direct data and information, informants were selected using a purposive sampling method by deliberately selecting people who are expected to know the problem to be studied and based on the criteria of the research objectives.

III. RESULTS AND DISCUSSION

This section discusses community participation in tourism development in Baloli Village, Masamba, North Luwu. To find out to what extent community participation in tourism development in Baloli Village, several indicators are used as the references in this study. As stated by Totok Mardikanto, community participation essentially covers 4 aspects: decision making, activity implementation, monitoring, and utilization of results.

A. Participation in Decision Making

Participation is active involvement, either inside or outside from the entire process of the activity. Participation in decision making is conducted by fostering community participation through meetings that involve the local community in the decision-making process related to programs that will be carried out in the region. In the making-decision process, the local community is expected to participate by providing suggestions or criticism during the meetings.

Community participation is highly needed as a form of concern and awareness. It is also a sense of responsibility for the sustainability of development aimed at improving the standard of living of the community. This means that, through the participation

given, people in the community truly realize that development activities are not only an obligation that must be carried out by the government (state apparatus) but also require local community involvement in which the local community is the object of the development.

In general, the government of Baloli Village, in developing and arranging tourism management, gets support from village youth and the local community. Therefore, in this study, the village government facilitates in forms of procurement tourist equipment, such as river tubing and flaying fox equipment. Meanwhile, the local community works together in developing tourist objects. In the process of determining the mechanism of developing the tourism object, the village government and the management of the tourism object receive input and collaborate with the local community to obtain good results for tourism development in the village.

Community participation in decision making, especially in tourism development, is quite good. It is because all elements of the local community participate through meetings held by the village government to find input and support related to the development of the tourist object. In addition, people in the village also maintain the cleanliness of their environment as a form of awareness for the development of tourist objects.

As a tourist object, the Salu Kula river has been worthy of being made a mainstay tourist attraction. It is because the scenery around the tourist object highly supports it. The most important thing for tourists to be considered is the location that can be easily accessed. This village is not far from the district capital. Therefore, this makes visitors feel more comfortable and safer.

Community participation is the voluntary involvement of the community including decision-making. Based on the reality found in the field, community participation in decision making is a right that needs to be used by someone to get better results for the development of his/her surrounding environment. The people of Baloli Village voluntarily participate in making decisions regarding the development of the tourist object.

B. Participation in Activity Implementation

Participation in the activity implementation is the equalization of community contributions in the form of labor and cash corresponding to the benefits received by each member of the community. It is because, to carry out an activity or work, it is necessary to have community involvement in the form of labor, money, or various other forms of involvement that is equal to the benefit that they will receive.

The activity implementation has gone quite well. However, it does not work well because of the limited economic resources of the local community. The village government and the local community have made efforts to improve facilities needed but still experience some shortcomings, such as the parking lot is not well-organized and road access to tourist objects is still damaged. Therefore, the cooperation between these two elements is not enough. Support from the regional government through the regional revenue and expenditure budget is highly needed by allocating some funds on this implementation.

Community participation in implementation can also be seen in terms of maintaining security and involvement in the development process. Activities carried out in terms of developing tourist objects are quite good. However, in terms of promoting tourist objects, it has not been carried out well. In spite of that, the local community will try to make this tourist object more recognized and visited by foreign and domestic tourists.

In terms of activity implementation in the tourist object, it would be better if it was added with new activities so that visitors can feel more comfortable. Visitors hope that the government and local community will provide places to stay so that when visitors who come from outside the region can rent the place, thereby increasing local community income. The activity implementation is highly important in the development process because, in carrying out an activity, the activity will not run without a good implementation stage.

C. Participation in Monitoring

Participation in monitoring is the participation carried out in order to obtain suggestions and input so that the objectives of the activity can be achieved as expected. This is also to discuss obstacles found during the development implementation process.

In monitoring the development process of this tourist object, some obstacles still occur. In spite of that, the local government together with the management of the tourist object will try to provide the facilities needed at the tourist object.

In developing a tourist object, it needs monitoring and evaluation to get the expected results. From the result of this study, it can be seen that there are still some obstacles in terms of monitoring and evaluation. It is expected that the problem from the development process of this tourist object can be identified and addressed quickly.

Monitoring and evaluation related to the process of community participation in developing this tourist object are considered insufficient. The obstacle found in this study is the absence of clear management of the tourist object so that there is an opinion in the local community that the evaluation of the development of the Salu Kula river as a tourist object is left to the regional government.

D. Participation in the Utilization of Results

Participation in the utilization of the results is the participation to improve the quality of life of the local community by utilizing the results of the developed program. Therefore, it will stimulate the will and participation of the local community to always participate in every development program that will come.

The utilization of results in tourism development has a more positive impact on the government and local communities. Local people can increase their economic income by selling, renting river tubing equipment, or renting out gazebos. This is then maximized by the energy from the younger generation in the village. With the presence of this tourist object, it can lead to more positive activities. In addition, because of this development, this village, which is previously inaccessible, currently can be accessed by four-wheeled vehicles. The presence of a tourist object in Baloli Village also can increase the economic income of the local community and make the community more participating in developing tourism by providing rental facilities, such as equipment for river tubing or anything else.

The utilization of results greatly affects the development of tourist objects for both the government and the local community. With this utilization of results, the local community and the government can further develop this tourist object for being better as what is expected. By utilization of results from this tourist object, local people can improve their quality of life and more increase their participation in further development projects.

IV. CONCLUSION

This study was carried out through observations and interviews in the field. This study focused on community participation in tourism development in Baloli Village based on Totok Mardikanto's theory. In the theory, there are 4 aspects that need to be considered in building community participation: decision making, activity implementation, monitoring, and utilization of results.

The conclusion in this study is that the community participation in Baloli Village in tourism development is running well in terms of decision making, activity implementation, monitoring, and utilization of results. This can be seen from community participation in various tourism development activities. The local community is involved starting from the decision-making stage, namely at the beginning of the development of the tourist object. They participate in determining what to do. They also contribute in the form of ideas or thoughts. Furthermore, from the activity implementation, the local community also participates in developing tourist objects, such as cooperating in the development process and maintaining cleanliness around tourist objects. However, in the process of monitoring, the local community does not participate fully. Therefore, they leave this to the village government. Community participation in the utilization of the results can be seen from the activities carried out around tourist objects, such as renting river tubing equipment, selling food and drinks, and other kinds of activities that have an effect on improving the local people's economy.

In community participation, the supporting factor for local people to be willing to participate in this tourism development is the emergence of self-awareness as a community that understands the importance of development and wants to contribute to it by giving what they have and what they can do. Meanwhile, the obstacle factor in community participation is the lack of knowledge and understanding of tourism, thereby making the community sometimes still depend on the village government. Therefore, there are still many things that must be improved further so that the tourism development process can run as expected.

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