

Collaboration and Community Participation in Tourism Development

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ABSTRACT

This study discusses collaboration and community participation in tourism development in Malino Village, Gowa Regency. Malino Village has the best tourism destinations in South Sulawesi, and its management involves several parties. However, the involvement of these parties has not been well established in the cooperative relationship. Community involvement in tourism management is also considered to be still lacking. To realize tourism development in Malino Village requires collaboration between every party involved and community involvement. The data that is the study material in this study was obtained from the results of interviews, observations, and literature studies. Existing data were analyzed using Interactive Model Analysis. From the results of the analysis, it is known that the Gowa Regency Government does not have a collaborative foundation in tourism development. The cooperative relationship that exists is not based on the goal of overcoming tourism problems in Malino Village. Cooperation is carried out based on the interests of each. Community support in the development of tourism is realized by managing and maintaining the facilities and infrastructure to support the implementation of tourism prepared by the government. In order for the development of tourism in Malino village to be implemented properly, the Gowa Regency government should carry out collaboration in the form of business clusters.

Keywords: Tourism Development; Collaboration; Cooperation

INTRODUCTION

For many countries, the tourism sector is one of the sectors that can make the biggest contribution to economic development (Henseler et al., 2022; Xiao et al., 2022). Tourism is the best source of employment that can alleviate poverty (Kyara et al., 2022). However, from mid-2019 until the end of 2021, the tourism sector in Indonesia had a tremendous impact from the covid 19 pandemic. Through several policies set by the government at that time, all forms of tourism activity were completely paralyzed.

The United Nations (UN) report shows that jobs in the tourism sector during the pandemic are four times more lost than in other industrial sectors (Shalini, 2021). Losses suffered around Rp. 85.7 trillion (Ahmad et al., 2022). This of course results in a decrease in the quality of life and welfare of the community. So government efforts are needed to develop tourism.

Several studies have found that tourism development can use social capital as a development tool (Hwang & Stewart, 2017; Kollmuss & Agyeman, 2002). Social Capital in the development of the tourism sector and its relationship to economic development has a very important position due to the dialogical process of existing social networks. Through the strengthening of the right Social Capital in community empowerment in tourism development, it can accelerate economic development and community welfare (Suandi, 2014).

According to (Knollenberg et al., 2021) four relevant social models can bridge and bind the development of the tourism sector in economic development and improving people's quality of life, namely: collaboration between stakeholders, support for new members, community involvement, and goal setting. Of the four relevances of the social model, collaboration and community involvement have a strong influence on tourism development problems, but until now these two things are still difficult to do optimally in tourism development.

Malino Village, Gowa Regency, South Sulawesi is one of the tourist destinations that has not been supported by collaboration and community involvement in tourism development. Local government cooperation in implementing the existing tourism development is still lacking. In addition, the government does not provide support for business development carried out by the surrounding community. This causes there to be several tourist destinations in the Malino village that are not managed until now. In addition, the lack of training and empowerment provided to the community causes the community to be less involved in developing the tourism sector in their area (Muhammad et al., 2021).

Based on this phenomenon, this study was conducted to conduct an in-depth analysis of the collaboration carried out by the local government and community involvement in developing tourism in Malino Village, Gowa Regency. The results of this study are expected to be able to contribute to local governments in carrying out collaborations and increasing community involvement in tourism development.

METHOD

Research on collaboration and community participation in the development of the tourism sector in Malino Village, Gowa Regency, was investigated with qualitative methods. This is intended to provide convenience in explaining the description of the collaboration between stakeholders and community participation. In addition, this method can provide convenience for the author to understand and describe more deeply the related phenomena.

The data in the study were collected not only through interviews, but the researchers also conducted studies on several documents that were considered to be related to the research problem. In addition, researchers also made observations to strengthen the data that had been obtained previously. Research data were analyzed using a technique from (Miles et al., 2014) namely Interactive Model Analysis

RESULTS AND DISCUSSION

Collaboration between Stakeholders

According to the results of the study, it is known that tourism development in Gowa Regency involves the Gowa Regency Tourism Office, the Head of Sub-district, the Head of Village, Natural Resources Conservation Center of South Sulawesi Province, and the One-Stop Integrated Service and Investment Office Gowa Regency, the community, and the private sector. The involvement of these stakeholders is intended to create great benefits from the management of the tourism sector in the Gowa Regency. Collaboration is expected not as an opponent of competition, but as an integrated approach to tourism development.

Based on the narrative of the Head of Destinations and Tourism, Tourism and Culture Office of Gowa Regency, long before 2019, the government had collaborated to improve the tourism sector in Gowa Regency. However, the collaboration that was carried out did not have a strong foundation, clear direction, and purpose. Until now, the Gowa Regency government does not yet have an MoU of cooperation with other stakeholders to develop the tourism sector.

From the results of the study, it is known that related land rights in Gowa Regency, it is the responsibility of the Natural Resources Conservation Center (BKSDA) of South Sulawesi Province. Therefore, when the Gowa Regency government will develop the tourism sector, the government must coordinate with the Natural Resources Conservation Center (BKSDA) of South Sulawesi Province. According to the informant's statement, the South Sulawesi Province BKSDA has communicated with the Gowa Regency Government to cooperate in tourism management in Gowa Regency. However, so far this communication has not shown any progress.

In addition, the Tourism Office as the person in charge of tourism development in Gowa Regency, in the management and development of the tourism sector is less involved. According to the results of the study, it is shown that the development of the tourism sector in Malino Village in the last three years has been carried out by the private sector and the community. The tourism objects developed are artificial tourism objects and natural attractions, in the form of modern-style inns, and waterfalls. The private sector and the community in developing these tourist destinations only involve the Head of the District, the Head of the Village, and the One Stop Integrated Service and Investment Service (DPMPTSP) of Gowa Regency. The involvement of the sub-district and village heads in the development of tourist areas in the Malino district is only limited to providing permits and recommendations for making building permits, which will later be issued by the Gowa Regency Investment and One Stop Integrated Service (DPMPTSP).

Referring to the duties of the Gowa Regency Tourism Office, the Tourism Office should be involved in tourism development, this is intended to supervise and regulate tourism development so that what is built or developed by the private sector and the community is in line with the strategic plan for the development of the Tourism area in Gowa Regency. In addition, this involvement is needed so that the existing tourism development is by the culture of the local community, for the realization of cultural development based on local wisdom and sustainability.

The absence of effective collaboration in the development of the tourism sector in the Gowa Regency, according to the results of the study, was caused by the absence of efforts made by the Gowa Regency Tourism and Culture Office as a collaboration coordinator. This is due to differences in views among employees. Where there are employees who say that in making decisions about implementing collaboration for the development of the tourism sector in Gowa Regency, the one who has the authority is Gowa Regency itself, but on the other hand there are also employees who say that the local government has authority, while the district government only implements collaboration policies. made by the local government.

In addition, from the results of the research, it is also known that the Gowa Regency Tourism and Culture Office has held several meetings with the community. The meeting was held when the Gowa Regency Tourism and Culture Office was going to carry out tourism and cultural activities that required community involvement. According to the information obtained, it is clear that the meeting was held not only to increase community involvement in tourism development but also to minimize differences in the views of the Gowa Regency Government and the community in terms of tourism development.

According to the explanation of the research results above, it shows that the cooperation that occurs in tourism development in Gowa Regency cannot be said to be part of the

collaboration. The cooperative relationship carried out by the private sector and the community is not based on the aim of overcoming tourism problems in Malino Village. The relationship that exists is based on the interests of each. Where the private sector needs the community to help manage their business, while the community needs the private sector to get a job to meet the needs of life. Furthermore, the meeting held by the Tourism and Culture Office of Gowa Regency with the community also did not describe collaboration, because at the meeting there was no synergy between the roles of the two parties to overcome tourism problems, but only in the form of community empowerment activities.

By the theory, the collaboration between stakeholders is governance carried out by the government by involving other parties, such as the community, the private sector, and other organizations, which focuses on solving public problems, and is oriented to the results of deliberation to make decisions that are realized in the form of policies, and have clear goals (Ansell & Gash, 2008; Astuti et al., 2020). Research conducted by (McComb et al., 2017; Perkins et al., 2022) explains that stakeholder collaboration is important for successful tourism development. This is because the relationships between stakeholders can help in understanding the problems faced by the tourism sector and their characteristics, making it easier to determine problem-solving and management now and in the future (Hazra et al., 2017; Perkins et al., 2022).

In the view of the researcher, collaboration in tourism development in the Malino district is not difficult to do. The BKSDA of South Sulawesi Province, which is responsible for land management, has opened up space for collaboration. When the Gowa Regency government can carry out this collaboration, of course, the problem of pine tree forest damage can be resolved. However, the lack of understanding of the local government, in this case, the Gowa Regency Tourism and Culture Office regarding the implementation of collaboration, is one of the main obstacles. This is in line with the view (Nigg & Peters, 2022) that stakeholder collaboration in tourism development is still underdeveloped, and each actor does not understand their respective roles.

As has been explained, tourism in Malino Village is not only carried out by private parties from outside but also involves the community. The level of the effort carried out is also different. However, these differences require a cooperative relationship but still have to compete. In a cooperative relationship, the private sector is needed to be able to offer tourist destinations that attract tourists, and the community is needed to offer businesses based on local wisdom, as a forum to maintain and introduce regional potential. In this collaborative relationship in the development of tourism, the role of the government is related to the determination of common goals so that the efforts carried out remain in line with values and norms. Although this collaboration emphasizes cooperative relationships, it still requires competition as a reference in tourism destination marketing strategies. This collaboration concept has been introduced by (Perkins et al., 2022). This collaboration is known as collaboration in the form of business clusters.

Community Participation

Involvement in the implementation of tourism is needed to support the improvement of the economy of the community in the tourism area. The amount of tourism potential that is owned, when able to be managed properly will certainly improve the level of welfare of the entire local community. Community involvement in tourism development must continue to be developed by providing awareness, understanding, and appreciation, that the rights, responsibilities, and

obligations of the community will produce benefits from tourism development which they can later enjoy.

The results of the study indicate that the community in Malino Village currently has an awareness to increase tourism in their area. Seeing the various new businesses carried out by the private sector, the local community was also moved to do the same. In the past, people only turned their houses into lodgings, now they have also thought about developing their businesses by adapting to the needs and developments of the times.

According to one of the informants who is a native of Malino Village, Gowa Regency, when the community in Malino Village cannot develop their potential, their area will be controlled by outsiders. As natives, they certainly don't want that. But they also did not oppose their presence. Because they think that the presence of the private sector can make the local community think about competing, and on the other hand it can be a lesson for them to improve their business.

In addition, information obtained from one of the employees of the Gowa Regency Tourism and Culture Office, the Regency Government gives freedom to people in areas that have tourism potential to develop according to their abilities. The government does not bind them with regulations that are by the wishes of the government, because the government believes in the ability of their people to develop their respective regions. Although it provides freedom, the government also does not relinquish its responsibility to control and supervise so that activities made by the community do not conflict with other policies related to the development of the tourism sector. The Gowa district government also always appreciates all forms of community efforts in developing the tourism sector in Malino Village.

Based on the results of observations made by the research team, it appears that tourism development carried out by the local community is still relatively weak. Tourism development carried out generally only imitates what has been done by other parties. In Malino Village, tourism development is currently dominated by the construction of inns with conical roofs of a minimalist size. In addition, the community has not been able to peddle the potential of other resources to tourists. Such as processing passion fruit as a typical souvenir for tourists, as an alternative to introducing their area as one of the largest passion fruit-producing areas in Indonesia.

Regarding the management of passion fruit in Malino Village, the Gowa Regency Tourism and Culture Office explained that the people in Malino village in terms of ability have been able to manage passion fruit into syrup, but the challenge is the packaging. It was further explained that community involvement in marketing their potential was acknowledged to be lacking, this was because the government had not conducted training and empowerment of the creative economy to the community. One of the main obstacles is the lack of a budget owned by the government.

In accordance with the exposure of the research results above, the Government has given confidence to the community to plan and implement tourism development. However, community involvement still lacks in terms of skills and knowledge of tourism development. As expressed by (Ndivo & Cantoni, 2016) that the participation of local communities in increasing tourism is limited by the lack of skills and competencies, financial capital, government support, the availability of tourism facilities and services, and the existence of exclusion by the interests of the organized formal sector..

Although the community still lacks involvement in tourism development, it should be remembered that their involvement is very much needed in the utilization of the tourism sector

as a tool for economic development and poverty alleviation (Scaglione et al., 2011). So that the Gowa Regency government needs to seek various training and empowerment, by focusing on increasing the competence and skills of the community in producing tourism products, distributing and marketing, or promoting tourism.

CONCLUSION

Collaboration between stakeholders in tourism development in Malino Village, Gowa Regency is not effective. The Gowa Regency Government does not have a collaborative foundation in tourism development. The cooperative relationship that exists is not based on the goal of overcoming tourism problems in Malino Village. Cooperation is carried out based on the interests of each. Community support in the development of tourism is realized by managing and maintaining the facilities and infrastructure supporting the implementation of tourism prepared by the government. In addition, the community also participates in building new tourist objects as a step in developing existing tourism.

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