

Conference Paper

The Role of Stakeholders in the Development of Sustainable Marine Tourism in Makassar City: Tourism Governance Perspective

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Abstract.

The development of sustainable marine tourism in Makassar necessitates active and collaborative participation from various stakeholders. This study aims to analyze the role of stakeholders in the development of sustainable marine tourism in Makassar City, with a specific focus on aspects of tourism governance. The research employs qualitative analysis, utilizing in-depth interviews and documentation studies to explore the involvement of stakeholders in the development of sustainable marine tourism. The results reveal that the government has played a facilitating role in the development of sustainable marine tourism by establishing Tourism Awareness Groups on several islands and improving infrastructure for smaller islands. The private sector has contributed to the promotion of various tourist destinations, particularly marine tourism, offering tour packages to attract both local and foreign tourists. The local community actively participates in tourism activities, providing services, crafts, art performances, and acting as local guides. Additionally, tourists are engaged in conservation efforts for marine tourism development and collaborate with local communities to promote sustainable tourism practices.

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1. Introduction

For many centuries, the coast has been a major resource for recreation, and the intensity and diversity of activities appear to be steadily growing throughout the region [1] [2] [3] [4]. Many regions are now aware of the potential of the coast and the sea and are starting to develop policies to stimulate activities to support marine tourism. One of them is the province of South Sulawesi, which is one of the provinces in Eastern Indonesia known to have the potential for marine natural resources and the culture of diverse coastal communities that can be used as potential for tourism. Makassar City is located between 119°24'17'38" longitude and 5°8'6'19" S. It is the Center Point of Indonesia, with an area of 175.77 square km consisting of 14 districts and 12 islands, and is one of the tourist destinations in terms of its marine tourism potential. With all

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this potential, the development of marine tourism in Makassar City must be supported and involve other sectors in its development process towards a sustainable tourism object. However, in the implementation process, the development of marine tourism in the city of Makassar must be improved with respect to the cooperation of each stakeholder. Roxas [5] explains that in achieving sustainable tourism, it is not only the collaborative relationships between stakeholders that need to be studied, but also the roles, synergies, and co-responsibilities of tourism stakeholders.

Sustainable tourism is a continuous process that requires continuous monitoring of the impact of its development, both within the scope of prevention and improvement, in a particular tourist area [6]. Sustainable tourism does not only mean the planning process, but the resulting tourism product must also be able to provide a high level of satisfaction and a meaningful experience for tourists. Because tourism is interdependent with other sectors, everyone can gain from it [7]. As a result, coordinating multiple stakeholders (e.g., authorities, tourists, tourism businesses, and local people) is critical in pursuing sustainability [8].

Byrd [9] emphasized that success in building sustainable tourism is highly dependent on the active involvement of stakeholders in the entire process. Roxas [5] categorizes stakeholders into several sections: the government, private sector, community, and tourists. Each stakeholder has their respective roles and responsibilities in building sustainable tourism.

In the process of developing sustainable marine tourism potential in the city of Makassar, the role of stakeholders—government, private, community, and tourists—determines the success of tourism development. Stakeholders play a crucial role in tourism governance. Tourism governance refers to the mechanisms of decision making, regulation, and coordination between various parties involved in tourism development.

The role of stakeholders in the development of sustainable marine tourism is crucial to ensuring the long-term viability and success of this industry. Marine tourism refers to various activities that occur in or around marine environments, such as recreational boating, snorkeling, scuba diving, wildlife watching, and coastal tourism.

This problem arises when the interests and priorities of these stakeholders are not aligned, leading to conflicts and negative impacts on the marine environment and local communities. Effective stakeholder engagement is vital for addressing these challenges. It involves open dialogue, collaboration, and the recognition of diverse perspectives and interests. Engaging stakeholders throughout the decision-making process, from planning to implementation and monitoring, can lead to more sustainable outcomes in marine tourism development.

2. Methods

This study used qualitative research methods. Moleong [10] explains that qualitative research intends to understand phenomena about what is experienced by research subjects, such as behavior, perceptions, motivations, and actions. This study used primary and secondary data, where secondary data were obtained through document reports from the Makassar City Culture and Tourism Agency, and primary data were obtained through in-depth interviews with several key informants, namely the head of the Culture and Tourism Office of Makassar City, Head of the Association of Indonesian Tours & Travel Agencies (ASITA), local people, and tourists. This study uses an interactive model from Miles and Huberman [11] as a data analysis technique, which is carried out in four stages: data condensation, data display, and drawing conclusions. The research was conducted in Makassar City, which is one of the areas with marine tourism potential that can be developed into a sustainable tourism object.

3. Results and Discussion

In developing marine tourism in the city of Makassar, the Makassar City Culture and Tourism Office focuses on developing accessibility and marine tourism utilities/facilities, market development and promotion, community empowerment through community participation in management, and preparing professional and international human resources. In the implementation of the marine tourism development program for the city of Makassar, there are several actors involved, including the government, in this case, the Makassar City Tourism Office, Tourism Awareness Groups, and the Tourism Industry and Professional Association (GIPI), as well as other parties.

However, in the program implementation process, there were various obstacles, such as overlapping authorities between the central and regional governments, as well as cross-sectoral authority in licensing and area development in the management of sea, river, and mangrove areas.

3.1. Government

Marine tourism is one of the oldest tourism objects and largest tourism segment. In addition, this tour plays an important role in improving the economy of the community around tourist locations. The government always supports tourism activities in ways

that are more adaptive in synergizing the potential for marine tourism so that it can contribute more to the welfare of the community and the surrounding environment.

The Culture and Tourism Office of Makassar City is involved in implementing sustainable marine tourism. The government facilitates planning through the formation of Tourism Awareness Groups on several islands (Samalona, Lanjukang, and Lae-lae) as pioneers and an extension of the government’s hands to the community, as well as managers of marine tourism attractions. The government continues to encourage community empowerment to promote marine tourism as a human activity, based on the principle of community participation. This implies that the process of community involvement, both active and passive, must start from the planning stage to the management, development, monitoring, and evaluation stages.

The government also supports the participation of local communities as a resource control mechanism, dynamics of survival, and economic preservation. In addition, it is necessary to expand the scope of the survey to collect information in the context of ecosystem and environmental impact monitoring of popular tourist destinations to detect problems and provide information on taking mitigation measures promptly.

The Makassar City Government is implementing infrastructure development for small islands, such as procuring a fleet of boats or speed boats as a means of crossing transportation, planning for the construction of docks, providing decent and attractive accommodation, and the capacity of tourism-based communities, which are expected to increase the comfort of tourists to keep returning to visit for a longer period. In addition, the government of Makassar City budgeted for the development of Lae-Lae Island and Samalona Island to attract local and foreign tourists. The budget is listed in the following table:

TABLE 1: Total Budget for Marine Tourism Development in Makassar City.

No	Year	Build Items	Total Budget
	2019	Gazebo on Lae-Lae island, a landmark on Lae-Lae and Samalona islands	800,000,000
	2020	-	-
	2021	Samalona Island master plan	100,000,000

Source: Makassar City Culture and Tourism Agency, 2023

Based on Table 1, the Makassar City government budgeted for the development of tourism objects on Lae-Lae Island and Samalona Island in 2019 and 2021, which has succeeded in having a positive impact on increasing the number of tourists, as shown in the following table:

TABLE 2: Data on Maritime Tourism Visits in Makassar City.

Tourism site	Visit					
	2020		2021		2022	
	Local Tourism	Foreign Tourism	Local Tourism	Foreign Tourism	Local Tourism	Foreign Tourism
Laelae Island	9,591	-	14,876	-	19,745	29
Samalona Island	14,190	-	20,322	90	17,457	136
Landing Island	597	-	657	-	1,181	-
Barrang Caddy Island	602	-	806	-	927	-
Barrang Lompo Island	712	-	1,497	-	1,388	-

Source: Makassar City Culture and Tourism Agency, 2023

In Table 1, the Makassar city government budgeted for the development of the Lae-Lae and Samalona Islands. As shown in Table 2, budget procurement significantly increases the number of visits by local and foreign tourists. In 2019, the government was budgeting for development on the islands of Lae-Lae and Samalona, which is directly proportional to the significant increase in the number of tourist visits with an increase of thousands of local tourists and dozens of foreign tourists. This is different for tourist objects that are not budgeted for development: the increase in the number of local tourists is only around hundreds of people and there is no increase in the number of foreign tourists.

3.2. Private

Effective governance is critical for sustainable management of tourism destinations. The literature emphasizes the role of stakeholder interaction in achieving sustainability. Studies have also emphasized the importance of public-private interaction, where government and nongovernment stakeholders work together on destination governance.

Cooperation on the part of entrepreneurs or the private sector aims to create a conducive marine tourism business climate to encourage business development and improve the community's economy, especially in communities around tourist areas. The development of marine tourism in Makassar City has collaborated with various private parties to improve the quality of tourism, and as a promotional event for local and foreign tourists.

For the sake of better marine tourism development, this development process must be balanced with the ability to build market networks with tourism industry players,

with various forms of cooperation and development of promotional media, so that the potential of the area appears on product maps and tour packages in the region, regional, national, and international. This was done through the involvement of the Association of Indonesian Tours and Travel Agencies (ASITA).

ASITA is a private party that cooperates with the Makassar City government in the context of developing the management of marine tourism objects. ASITA is an association between entrepreneurs and business actors in travel services in Indonesia. The form of cooperation is carried out by promoting various tourist destinations in Makassar City, especially marine tourism, as well as offering tour packages that are expected to make it easier for domestic and foreign tourists. Other promotional activities have also been conducted regularly every year through direct sales activities, sales missions, and participation in events or exhibitions, both nationally and internationally.

3.3. Public

Local communities are prioritized for every marine tourism development activity from the planning process to program implementation, monitoring, and evaluation. This is expected to achieve the goals effectively and inclusively. Community involvement in all marine tourism development activities is expected to instill a sense of ownership and responsibility for all tourism development outcomes.

The development of marine tourism also involves the concept of community-based tourism and people's core tourism, which means that the regional community receives the greatest benefit from tourism development. The community is directly involved in tourism activities in the form of providing services, whose results can increase people's income outside of their daily activities and attract tourists to visit the area.

With marine tourism in Makassar City, it is hoped that this will have a positive impact on creating new livelihoods for the local community, such as providing accommodation facilities in the form of residents' homes that are used as homestays, providing tourist consumption needs, equipment rental and diving needs, tour guides, provision of local transport, handicraft galleries, art performances, and local guides. This leads to an increase in the variety of sources and number of local community opinions. With the active involvement of the community in building a comfortable and easily accessible image of marine tourism, it is a sustainable tourism object.

3.4. Local and International Tourists

The natural resource sustainability program in the tourism sector policies must be implemented with the right model that can accommodate the sustainable development of tourism, trade, and settlements in tourist areas that do not have an impact on the environmental degradation of resources.

Tourists involved in the conservation of marine tourism development in the city of Makassar are more focused on movements or actions with local communities in campaigning for sustainable tourism. Tree-planting and cleaning the sea and beaches are activities that are often followed and attract the attention of tourists as a form of nature conservation. This activity is usually carried out with the local community and organized by the government or a community of nature lovers who then invite tourists to join the program.

4. Conclusion

Based on the results of this study, stakeholders play a role in making sustainable tourism successful or unsuccessful. The government's role in the development of sustainable marine tourism in Makassar City has been going well; this can be seen from the government's efforts to form Tourism Awareness Groups on several islands and to develop infrastructure for small islands. However, the budget for tourism development must be held evenly for every existing marine tourism object. The role of the private sector, in this case, the Association of the Indonesian Tours and Travel Agencies (ASITA), is to promote various tourist destinations in Makassar City, especially marine tourism, and offer tour packages that are expected to make it easier for local and foreign tourists. Direct community involvement in tourism activities is conducted by providing services, consumption, handicrafts, art performances, and local guides. Tourists are involved in the conservation of marine tourism development or actions with local communities in campaigning for sustainable tourism, such as tree-planting and clean sea and beach actions, which are activities that are often followed and attract the attention of tourists as a form of nature conservation.

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