

ISLAND TOURISM BASED TOURISM ATTRACTION: IMPLEMENTATION OF ENVIRONMENTAL SANITATION AND HEALTHY LIFESTYLE PEOPLES IN COASTAL REGION ISLAND

Muhlis Ruslan¹, Herman Mustafa², I Nyoman Mariantha³

¹Department of Management Economics, Universitas Bosowa, Makassar;

²Department of English, Universitas Bosowa, Makassar;

³Department of Tourism Economics, Universitas Bosowa, Makassar,
INDONESIA.

ABSTRACT

This study aims to analyze the management of tourist attraction development strategies to the dynamics of economic activities, social culture, and infrastructure design around the island of Barrang Lompo. This study uses qualitative and quantitative approaches, data obtained through observation and surveys. Respondents are 270 people from Barrang Lompo island. The results of the study indicate that changes in the physical characteristics of the environment, changes in the mindset of the community cause tourism, economic and socio-cultural activities to develop. The dynamics of tourism, economic and socio-cultural activities is a form of community exists in responding to the changing environment, and adaptive response of the community due to changes in the functions of the island and coastal areas of Barrang Lompo, the availability of green open spaces and other physical facilities are fundamental strategies in tourism development. The modernization of the Barrang Lompo island region has led to changes in spatial use marked by the transfer of land and coastal land use functions towards the development of sustainable tourist attractions.

Keywords: Strategy Management, Infrastructure development, Changes in Space Use, Island and Coastal Region

INTRODUCTION

During business and community activities in the world, traveling is something that needed by everyone. Lots of attractions chosen by tourists. Some like nature tourism, cultural tourism and some who prefer artificial tourism (Williams & Hobson, 1995). Indonesia is a country that has a variety of attractions because of the many cultures, customs, beliefs, seasons, ethnicity, and so forth. Therefore, many tourists visit. Attractions and tourist attractions are forms and associated facilities, which can attract tourists or visitors to come to a specific area or place (Prentice, 1993). The undeveloped attraction is a potential resource and cannot call a tourist attraction until there is a development of the object. Without an attraction in a place, it is difficult to develop tourism itself. The tourist attraction managed through the ability of technology and knowledge controlled by humans (Sears, 1998). Nature and attraction are formed by themselves, but sometimes they can be stimulated by humans, but if they not calculated correctly, they can generate significant negative impacts such as environmental destruction due to the development and development of these tourism objects (Gunn, 1988b).

Cultural factors become one of the things that can attract tourists. Cultural factors are born from the inheritance of ancestors or ancestors that were developed and introduced by his heir (Richards, 1996). To introduce culture as an aspect of attracting tourists to visit, there must be a strategy to maintain the existing culture in terms of its cultural heritage and terms of its competition. This is consistent with Richards and Wilson's opinion (Richards & Wilson,

2007), that the attraction of cultural tourism involved in a highly competitive market environment because in terms of its existence for the cultural tourism market increasingly flooded with new attractions, cultural routes, and heritage centers and in terms of its demand there is a fast-changing demand from customers.

In introducing new tours and to find out how the attraction of tourists to visit, then there must be a strategy from the manager to introduce and maintain prospective tourists. In addition to cultural factors, an essential thing that can attract tourists to visit is the level of uniqueness (Richards & Wilson, 2006). Because the more unique these tourist attractions will increasingly attract consumers to visit. It is in line with the contents of Law Number 10 of 2009, tourist attractions explained as everything that has a uniqueness, convenience, and value in the form of diversity of natural wealth, culture, and human-made products that targeted or tourist visits.

The existence of tourist attraction will form tourist behavior that is tourist satisfaction measured by looking at the difference between expectations and pleasure felt by tourists. It is following Gibson's theory (Gibson, 2014); it was first pioneered by (Porter & Lawler, 1968), who explained that job satisfaction is the difference or comparison between expectations and reality. Then (Locke, 1969), added that an employee would be satisfied if the actual conditions were in line with expectations or desired. The more appropriate between a person's expectations with the reality at hand, the person will be more satisfied.

Tourism is not only a source of foreign exchange but also a factor in determining the location of industry in the development of regions that are poor in natural resources so that the development of tourism is one way to advance the economy in these underdeveloped areas as a result of lack of resources natural (Sadler & Archer, 1975). Tourism as an economic activity that must be seen from two sides namely the demand side and the supply side (Gunn, 1988a). Success in the development of tourism in an area is very dependent on the ability of planners to integrate the two sides equally in a tourism development plan.

According to (Mill, 1990), agility in trying must do so that income during the tourist arrival season can be a counterweight to the low tourist season. The influence caused by tourism on the economy there are two characteristics, firstly tourism products cannot store; secondly the request is very dependent on the season, meaning that in certain months there is high activity, while in other months there are only a few activities.

The tourism sector has become a strategic position to implemented on Barrang Lompo island because it supported by natural and diverse cultural potential. Therefore, the choice of the tourism sector intended to open another sector. Coastal areas have another potential in the form of uniqueness and natural beauty that can be a tourist attraction so that tourism activities can be developed and produce positive impacts by helping to improve the regional economy (Honey & Krantz, 2007). Thus, the management of tourism areas needs to developed by community businesses to increase their income.

Barrang Lompo Island region is still in the category of underdeveloped settlements based on indicators; building irregularity, high level of building density, and facilities and infrastructure that do not meet service standards. This indication indicated by the presence of settlement pockets located in the border area of the coast which should designated for the needs of open space or on lands that are not by their designation. For this reason, in attracting the potential of the tourist market management strategies needed so that tourists are motivated and motivated to travel.

RESEARCH METHODS

Location Study

Barrang Lompo Island is part of the Ujung Tanah sub-district, and is located in the northwest, and located in the north of Barrang Caddi Island, has a distance of ± 11 km from Makassar. Geographically, this island is in position $119^{\circ}19'48''$ East Longitude and $05^{\circ}02'48''$ South Latitude. The island has a population of more than 3,000 inhabitants and has a welfare level of more people than other islands, the majority of the population work as fishermen.



Figure 1. Location Study Barrang Lompo Island, Makassar, South Sulawesi, Indonesia

Data Collection

In this study, the type of data collected consists of primary data and secondary data. Secondary data will be obtained by using a literature study, while primary data directly obtained from data sources in the field research will be obtained using three data collection techniques, namely, focus group discussion (FGD) techniques and questionnaires. The determination of the four data collection techniques is because it adjusted to the research method used, namely the merging of qualitative and quantitative methods. Focus Group Discussion (FGD) used to obtain qualitative data. Using FGD techniques makes it easier for researchers to understand the attitudes, beliefs, expressions, and terms commonly used by participants on the topic discussed, so it is beneficial to understand the reasons that not revealed behind the participants' responses. The FGD participants in this study naturally covered all elements of the community, which categorized into several things, including, 1) Local government; 2) Community leaders, religious leaders, or traditional leaders; 3)

Academics; 4) Community Organizations; 5) Non-governmental organization; 6) Youth and Student Organizations; and 7) Women's Organizations.

Research Approach

This research is analyzing the mapping of strategic issues, its potential relation to the development of tourist attractions and carrying out a deepening of various documents related to Makassar City Government's policy in handling tourism objects, a study of tourism area concepts, handling strategies, and setting strategic targets. Furthermore, it involves the active participation of the community in formulating appropriate handling methods and their implementation based on the needs of the community, setting priorities based on established criteria, indicators, parameters, so that priority area attractions produced.

By the focus of the study, this research is naturalistic, holistic, cultural, and phenomenological (Creswell, 2014). Thus, the research approach chosen is a quantitative-qualitative combination. The aim is to obtain a picture of changes in spatial functions, the dynamics of informal economic activities and the socio-cultural aspects of Barrang Lompo Island. This method also used to test the effect or form of a causal relationship from the problem investigated. The qualitative method in this study was to analyze the implementation of changes in spatial functions in island and coastal areas, then followed by interpretations of the meaning of the process (Newman, 1991).

Population and Sample

The population of this research is all of the people who live in Barrang Lompo Island, Makassar City, amounting to around 3696 people in 2018 (BPS-Statistics of Makassar, 2018). In general, for correlational studies the minimum number of samples to obtain good results is 30, whereas in experimental studies the minimum sample size is 15 from each group and for survey research the minimum sample number is 100 (Bordens, Kenneth S. & Abbott, Bruce B., 2014). The number of samples used was 270 community residents. In sampling the Random Sampling technique is used in which all individuals in the population either individually or together are given the same opportunity to selected as sample members (Hair, Black, Babin, & Anderson, 2014).

Data Collection

Data collection is one of the essential stages of research. Correct data collection techniques will produce data that has high credibility and vice versa. In qualitative research methods, data usually collected with several qualitative data collection techniques, namely; 1). Interview; 2) Observation; 3) Documentation; and 4) A focused discussion (FGD). Before each of these techniques described in detail, it needs to emphasized here that the essential thing that must understood by each researcher is the reason each technique used, to obtain what information, and in which focus areas which problems require interview techniques, which one requires observation techniques, which one must both do. In this study using interview techniques to obtain information and primary data using a questionnaire or questionnaire then observation techniques to look further at the picture of the object to studied.

RESULT AND DISCUSSIONS

Concepts and Strategic Issues

The issue of strategy in principle is related to the implementation policy, the determination of the objectives to be achieved, and the determination of the method or method of using facilities and infrastructure. The strategy is always related to the means, and ways; therefore,

the strategy must also support by the ability to anticipate opportunities that exist. In carrying out its functions and roles in the development of regional tourism, the local government together with the community must make various efforts in the development of tourism facilities and infrastructure because it is related to global appeal so that it can benefit people from various sectors. For this reason, efforts are needed to introduce it, in line with Kelly's statement (Kelly, 2010), explaining that tourism is global welfare if it is focused and develops opportunities through the provision of products and promoting them. For tourists, including the value of education and entertainment such as a sense of well-being and increasing environmental awareness (Curtin, 2009). The importance of human resources in the tourism sector is that people are vital resources in most organizations. Especially in service-based organizations, human resources play a crucial factor in achieving successful performance. It means that human resources in making comprehensive economic planning have an essential role in spurring economic growth and reducing poverty in a region (Neto, 2003).

Tourism is a series of activities related to human movements that travel or transit if their place of residence, to a destination outside the residential environment that driven by several needs and desires. Therefore, the concept of tourism is one of the economic driving sectors that need attention given that it can develop properly. One approach to developing alternative tourism is the island of tourism for sustainable development in the field of tourism. Thus, the tourist island is an area that has several unique characteristics to become a tourist destination. In this area, it needed that the population still has relatively original traditions and culture, exceptional food, socio-cultural system coloring a tourist area, besides that it requires a pristine and preserved environment which is one of the most critical factors of a tourist destination. The importance of tourism resources and attractive tourism organizations in creating positive outcomes such as satisfaction or loyalty services (Grissmann & Stokburger-Sauer, 2012).

Local Government Policy

Maritime and Fisheries development policy for 2015-2019 determined by considering 3 (three) dimensions of national development, namely Human Resources, leading sectors, and the region. The Maritime and Fisheries Sector has become a national flagship sector whose translation carried out by the Ministry of Maritime Affairs and Fisheries with a function of business from upstream to downstream, the role of the Ministry of Maritime Affairs and Fisheries mandated in the legislation and the duties of the Ministry of Maritime Affairs and Fisheries in the national development agenda. The Main Policy, namely applying the principles of responsible, competitive and sustainable management of marine and fisheries resources carried out with strategies and operational steps is to optimize the use of marine and coastal space. Operational steps taken are; a) planning of national sea space and strategic areas; b) regulation of utilization of sea and coastal space; and c) regulation of marine services.

In the revision of the Makassar City Medium-Term Regional Development Plan, adjustments have made to the Minister of Domestic Affairs Regulation No. 54 of 2010. In the formulation of these stages and priorities, the main targets prioritized at each five-year stage and the emphasis on the direction of the policies that apply to those five-year stages. The main goals and direction of the regional long-term development policy for each mission are the formulation of the main targets and long-term regional development policy directions for the Makassar City for each mission are: 1) Developing maritime culture and utilizing marine resources optimally and sustainably. The main objectives to be achieved through this mission are: Increasing the capacity of maritime infrastructure, urban infrastructure, and facilities in coastal areas, and the utilization of fishery resources and islands. The direction of long-term

development policies to achieve these key targets is the development of maritime infrastructure support; sustainable management of fisheries potential; as well as the development and rehabilitation of strategic coastal corridors through the city reclamation area for the development of a waterfront city; 2) Empowering the economic strength of the community and strengthening the economic competitiveness of the city. In carrying out this mission there are two main objectives to be achieved. The first main targets are the improvement of community welfare based on trade and service competitiveness, the development of trade centers and trade support facilities, services and tourism, the development of SMEs and the strengthening of regional companies, and the strengthening of the investment climate. The second main objective is to protect the lower classes of society from social and economic vulnerability. The direction of long-term development policy in achieving this primary goal is poverty alleviation and integrated handling through handling the urban informal sector, providing family social security, and improving the skills of underprivileged family members; 3) improving the quality of life of the community in a proper and beneficial manner.

This mission also includes two main objectives for its achievement. First, increasing the degree of public education. The direction of the regional long-term development policy to achieve this primary goal is the improvement and equitable access to education services through the framework of free education, improving the quality of education services, and the development of supporting facilities for Makassar as an education destination city. Secondly the increasing degree of public health. The main objective of carrying out this mission is the development of urban infrastructure and facilities that encourage the literacy of city residents in the future. The direction of the regional long-term development policy to achieve this main target is to increase the capacity and reach of urban infrastructure and facilities of a type and quality that continues to evolve according to global dynamics.

The 2020-2025 period is the stage of the Makassar City Regional Medium-Term Development Plan. At this stage in general regional development, policy focuses on the maturation and acceleration that driven to achieve the performance targets that have set, if changes driven in the previous four five-year periods to accelerate completion of each of the targets set. In the fifth stage of the fourth year, the conditions to realized are the people of Makassar City who are independent, advanced, fair and prosperous through acceleration of development in various fields to achieve a stable economic structure based on competitive advantage supported by high-quality human resources. At this stage, identity as a maritime, commercial, education and service city that is globally oriented, environmentally friendly and friendly expected to manifest the lives of these independent, developed, just and prosperous communities.

In general, the people of tourism grouped into three main pillars, namely: (1) the community, (2) the private sector, and (3) the government. The intentional community is the public at the destination, as the legal owner of various resources which constitute tourism capital such as culture. Entered this community group are also community leaders, intellectuals, NGOs, and mass media. Furthermore, the private group are tourism business associations and entrepreneurs, while government groups are in various administrative areas, ranging from the central government, states, provinces, districts, and so on.

Implementation of Priority Scale Determination

The importance of factors, such as the participation of both local and foreign tourists to learn skills, motivation, environment and opportunities for social interaction as resources needed to create customer value effectively (Anker, Sparks, Moutinho, & Grönroos, 2015). A study identified a new concept that the movement offers the potential for tourism entrepreneurs,

consumers, employees, the host community as an opportunity to develop competitive advantages in the development of the tourism market, natural beach attributes and their relationship with healthy ways of living (S. J. Page et al., 2017).

Many beaches have advantages that can put to good use, related to visitors, so they can attract residents to rediscover the beach as a new era that is different from the past. The focus of the research highlights how tourism needs to find a new focus to develop visitor attraction from interconnecting healthy living, healthy consumption and recreation. Interpreted focus on individual consumers and their needs to help refresh a large market towards the product life cycle become a significant theme globally. By focusing on the collaboration opportunities that have achieved will maintain entrepreneurial opportunities related to new market segments and related to welfare. Study of the importance of information technology as a resource used by stakeholders to create network value in tourism (Cabiddu, Lui, & Piccoli, 2013). Customer operations and resources usually explore and use a goal-oriented approach as a means to identify opportunities to increase customer value. (Prebensen, Vittersø, & Dahl, 2013).

Inhibiting factors to the development of tourist destinations, including 1) the available accommodation facilities still limited, especially the classification of hotels with facilities and services, 2) Facilities and services of Communal Bathroom, 3) public facilities/green open space, and 4) unavailability of solid waste facilities. Moreover, no less critical in the planning of sustainable marine tourism are representative dock facilities and breakwaters. Therefore, it is necessary to design a strategic area in responding to challenges and obstacles in the management of attractions.

Poor environmental quality is still one of the problems that occur in Barrang Lompo Island, one of the reasons is the habit of people who still carry out the process of bathing and washing latrines in any place, therefore bathing in communal latrines is one of the alternatives to overcome environmental problems that occur in the Barrang Lompo Island area. The presence of the Communal latrine washing bath expected to be able to change the habits and life of residents. Residents who usually defecate anywhere, now have a more representative and more private place to carry out these activities; besides that, the waste from bathing, washing, toilet can also process into biogas for cooking.

Considerations in the management of natural resources in coastal areas include (a) economic considerations, (b) considerations from environmental aspects, and (c) socio-cultural considerations. Management of coastal natural resources is essentially a process of controlling the actions of people or communities around the coastal area so that the utilization of natural resources can be done wisely by heeding the rules of environmental sustainability (Stevens, 1997). Thus, the consideration in managing natural resources and human resources becomes vital to done professionally. Therefore, the spatial pattern needs to designed in such a way as to attract visitors, so that a contribution needed at all times from visitors for the advancement of tourism on the island of Barrang Lompo, this is in line with the opinion of Nahuelhual (Nahuelhual, Carmona, Lozada, Jaramillo, & Aguayo, 2013), explaining that the assessment of spatial planning is a characteristic visit. It is indispensable to get valuable information on tourism management through satisfaction surveys (questionnaires and interviews).

Furthermore, waste is also one of the classic problems still faced by people on Barrang Lompo Island. This garbage problem caused by the lack of independent waste treatment facilities around Barrang Lompo island, so it is essential to plan for these facilities to be present on Barrang Lompo Island. For that we need technology in changing the paradigm of

traditional thinking to modern. Technology is a tool, technique, and knowledge that owned by members of the community and used in meeting the needs of life and economic activity is not possible without technology, but the economy is higher than just the level of technology.

To achieve the condition of a healthy and prosperous society in the future, a healthy environment will be needed. From the aspect of waste, the word healthy will mean a condition that can achieve if the waste can appropriately managed so that it is clean from the environment where humans are active in it. Waste management about environmental sustainability is mostly a problem that requires a prudent solution to obtain optimal and beneficial results for all parties. Economic planning as efforts made intentionally by the government to coordinate the whole process of economic decision making in the long term and also to control the growth rate of economic variables of income, employment, investment, savings, and others (S. Page & Getz, 1997). For this reason, the system characterized by an arrangement of productive resources owned and managed by the government and the private sector, and supervision carried out on an ongoing basis.

CONCLUSIONS

The development and physical development of the island of Barrang Lompo, which is moving towards the coastal periphery, conditions change in the structure and pattern of space characterized by the complete conversion of land uses to the modernization of the periphery through the creation of representational space. The dynamics of informal economic activities, the ongoing social culture of Barrang Lompo Island, is a form of existence and adaptation of the community in responding to situations of environmental change and differences in the sustainability of economic activities of each community.

ACKNOWLEDGEMENTS

The above research can realize from the community participation of Barrang Lompo Island, Government support and program funding support from the Ministry of Research, Technology, and Higher Education Directorate General of Research and Development Strengthening.

REFERENCES

- [1]. Anker, T. B., Sparks, L., Moutinho, L., & Grönroos, C. (2015). Consumer dominant value creation: A theoretical response to the recent call for a consumer dominant logic for marketing. *European Journal of Marketing*, 49(3/4), 532–560.
- [2]. Bordens, Kenneth S., & Abbott, Bruce B. (2014). *Research Design and Methods : A Process Approach* (9th ed.). New York: McGraw-Hill Education.
- [3]. BPS-Statistics of Makassar. (2018). *Makassar in Figures*. Makassar: BPS-Statistics of Makassar.
- [4]. Cabiddu, F., Lui, T.-W., & Piccoli, G. (2013). Managing value co-creation in the tourism industry. *Annals of Tourism Research*, 42, 86–107.
- [5]. Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Method Approaches* (4th ed.). Thousand Oaks, California: SAGE Publications, Inc.
- [6]. Curtin, S. (2009). Wildlife tourism: The intangible, psychological benefits of human–wildlife encounters. *Current Issues in Tourism*, 12(5–6), 451–474.
- [7]. Gibson, J. J. (2014). *The ecological approach to visual perception: classic edition*. Psychology Press.
- [8]. Grisseman, U. S., & Stokburger-Sauer, N. E. (2012). Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance. *Tourism Management*, 33(6), 1483–1492.
- [9]. Gunn, C. A. (1988a). *Tourism planning*. Taylor & Francis.
- [10]. Gunn, C. A. (1988b). *Vacationscape: Designing tourist regions*. Van Nostrand Reinhold.
- [11]. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis. Pearson New International Edition* (7th ed.). Harlow, England: Pearson New International Edition. <https://doi.org/10.1038/259433b0>
- [12]. Honey, M., & Krantz, D. (2007). *Global trends in coastal tourism*. Center on Ecotourism and Sustainable Development.
- [13]. Kelly, C. (2010). Analysing wellness tourism provision: A retreat operators' study. *Journal of Hospitality and Tourism Management*, 17(1), 108–116.
- [14]. Leiper, N. (1990). Tourist attraction systems. *Annals of Tourism Research*, 17(3), 367–384.
- [15]. Locke, E. A. (1969). What is job satisfaction? *Organizational Behavior and Human Performance*, 4(4), 309–336.
- [16]. Mill, R. C. (1990). *Tourism: the international business*. Prentice-Hall International, Inc.
- [17]. Nahuelhual, L., Carmona, A., Lozada, P., Jaramillo, A., & Aguayo, M. (2013). Mapping recreation and ecotourism as a cultural ecosystem service: An application at the local level in Southern Chile. *Applied Geography*, 40, 71–82.
- [18]. Neto, F. (2003). A new approach to sustainable tourism development: Moving beyond environmental protection. In *Natural resources forum* (Vol. 27, pp. 212–222). Wiley Online Library.

- [19]. Newman, W. L. (1991). *Social research methods: Qualitative and quantitative approaches*. Boston, MA, United States: Allyn and Bacon.
- [20]. Page, S., & Getz, D. (1997). *The business of rural tourism: International perspectives*. Cengage Learning EMEA.
- [21]. Page, S. J., Hartwell, H., Johns, N., Fyall, A., Ladkin, A., & Hemingway, A. (2017). Case study: Wellness, tourism and small business development in a UK coastal resort: Public engagement in practice. *Tourism Management*, 60, 466–477.
- [22]. Porter, L. W., & Lawler, E. E. (1968). Managerial attitudes and performance.
- [23]. Prebensen, N. K., Vittersø, J., & Dahl, T. I. (2013). Value co-creation significance of tourist resources. *Annals of Tourism Research*, 42, 240–261.
- [24]. Prentice, R. (1993). *Tourism and heritage attractions*. Routledge.
- [25]. Richards, G. (1996). *Cultural tourism in Europe*. Cab International.
- [26]. Richards, G., & Wilson, J. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism Management*, 27(6), 1209–1223.
- [27]. Richards, G., & Wilson, J. (2007). *Tourism, creativity and development* (Vol. 10). Routledge.
- [28]. Sadler, P. G., & Archer, B. H. (1975). The economic impact of tourism in developing countries. *Annals of Tourism Research*, 3(1), 15–32.
- [29]. Sears, J. F. (1998). *Sacred places: American tourist attractions in the nineteenth century*. Univ of Massachusetts Press.
- [30]. Stevens, S. F. (1997). *Conservation through cultural survival: Indigenous peoples and protected areas*. Island Press.
- [31]. Williams, P., & Hobson, J. S. P. (1995). Virtual reality and tourism: fact or fantasy? *Tourism Management*, 16(6), 423–427.