

Tourism Development in Gowa Regency, South Sulawesi: Analysis of Government, Community, and Private Support

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Abstract. This study examines the support of the government, the community, and the private sector in advancing the tourism sector in Gowa district. The abundant natural potential in Gowa Regency makes it difficult for the government to manage itself with its limitations. Support from other parties in tourism management is not only in the form of financial assistance. The involvement of other parties in managing and creating innovations that have a positive impact not only on improving the regional economy but on improving people's welfare. Through unstructured interviews and observations, as well as literature studies, which were then analyzed using the Interactive Model Analysis, the results showed that the government in developing the tourism sector acted as a motivator and facilitator. The involvement of the tourism sector contributes to the thought of developing a more modern tourism sector. Artificial tourist destinations developed by the private sector by maintaining natural beauty, make the tourist area in Malino Village a leading destination in Gowa Regency. This study also shows that the community provides support to tourism development by participating in managing and maintaining existing facilities and infrastructure. In addition, smart people see opportunities, turning their private homes into lodgings for tourists at lower prices.

Keywords: Tourism, Government, Community, Private Sector

1 Introduction

The tourism sector is the sector that has the most important contribution to economic development. [1], [2]. According to the World Travel and Tourism Council (WTTC) report, the tourism sector in Indonesia contributed to the economic growth of 9.1 percent of Gross Domestic Product (GDP) in 2010[3]. At that time, the tourism sector was able to employ around 8.9 million people [3], thereby reducing unemployment. In addition, the tourism sector is also able to increase the country's productivity [4], [5].

The success of the tourism sector in improving the national economy is still fluctuating. In 2014, WTTC again reported that tourism's contribution to national economic growth was only 8.4 percent of GDP [6]. In 2018, there was an increase in the contribution of the tourism sector, which was 10.4 percent of GDP, and in 2020, the contribution of the tourism sector experienced a very significant decline, only 3.2 percent. [7]. This is due to a pandemic that requires all tourist destinations to be closed [8].

Responding to the problems of the tourism sector which is one of the pillars of the national economy, several experts have conducted research in proposing tourism recovery policies [9]– [11], and the government itself has also issued several recovery and development

programs for the tourism sector after the pandemic, such as the Proud Traveling in Indonesia program, Proud Made in Indonesia, and Indonesia Care/I Do Care.[12]. However, the program is only limited to improving the facilities and infrastructure to support the tourism sector in the New Normal Era which is cleaner, more comfortable, and safer for tourists.

The government's attention to the development of the post-pandemic tourism sector should not only focus on economic recovery through improving facilities and infrastructure, but also on improving the quality of life of the people, who have lost their jobs. When the economic development of the tourism sector does not only focus on financial issues, it will be able to strengthen community capacity, government/private sector capacity, entrepreneurship activities, and infrastructure innovation, [2], so that it will provide more benefits to the development of an area.

Some of the findings of previous researchers indicate that tourism development in developing the quality of life of the community and the economy requires support not only from the government [13]– [16]. Tourism development requires moral and material support from the community and the private sector. Following the theory of Good Governance, it can be understood that the involvement of three parties, namely

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the government, the private sector, and the community is the answer to development problems to realize the pillars of development so that the role of these three parties also needs to be maximized in the implementation of the development of the tourism sector which is one of the pillars of the economy.

Malino Village, Gowa Regency, is one of the areas that have the best tourism potential in South Sulawesi. The beautiful natural panorama of the region can attract many tourists. Seeing this very promising natural potential, the community began to manage several tourism sectors which they considered to be able to provide economic improvements, such as managing waterfall areas. However, this awareness did not get support from the local government, so people left the area, and resumed their activities as traders in several tourist attractions that were already crowded with tourists.

The lack of government support for tourism management has ultimately caused five of the twelve tourism potentials in the Malino Village to not be managed until now, [17]. Government support for public awareness in tourism management is needed to maximize the development of the tourism sector. The government is needed in providing all aspects needed by the community in helping tourism development. In addition, the Gowa Regency government has not maximized training, debriefing, and community empowerment in the Malino Village area in the context of developing tourism potential.[18], so that the community does not have a good capacity for tourism development, and this of course also affects the government's capacity and entrepreneurial activity in the Malino village which is a tourist center in Gowa district.

2 Methods

This study uses qualitative research methods, with the intention that researchers can easily provide an overview of the views and perceptions as a whole following research data obtained in the field. (Creswell, 2009). Through this study, researchers conducted an analysis related to the support of the government, the private sector, and the community in developing the tourism sector in Gowa Regency.

Research data was obtained from observations, *interviews*, and literature studies. The data that has been obtained is then analyzed by researchers with several steps according to the analytical method introduced by (Miles et al., 2014) consisting of: 1) data condensation; 2) Data Presentation; 2) Conclusion, Withdrawal/Verification.

3 Result and Discussion

3.1 Government Support

Governments involved in tourism development in Gowa Regency are Gowa Regency Government, Gowa Regency Tourism Office, Camat. Lurah, Natural Resources Conservation Center (BKSDA) South

Sulawesi Province, Gowa Regency BAPPEDA, and South Sulawesi Provincial Government. The support they provide in tourism development is manifested in two roles, namely as a facilitator and as a motivator, [19].

The role as a motivator is seen especially in the socialization of tourist areas. In 2017 the tourism office held an event to promote one of the pride tours in Gowa Regency, namely the Malino Village Tourism Area. This event is known as "Beautiful Malino". The activities carried out were considered successful in introducing the Malino Tourism Area to foreign countries [20], so this event is used as an annual program of the Gowa Regency Government. However, due to the Covid 19 pandemic, in 2020-2022 the event was not held. According to the Gowa district government's planning, the event will be held again in July 2023.

In addition, the role of motivator is also carried out in guiding the community in conducting business related to tourism. The research data also shows that the Tourism Office carries out supervision related to the implementation of tourism development in Gowa Regency. The follow-up of the supervision carried out became material for the Gowa Regency Tourism Office in providing suggestions for improvement in tourism development in Gowa Regency.

Regarding the role of the facilitator, the Gowa Regency Tourism Office as the person in charge of developing the tourism area is only able to provide facilities in the form of public toilets and prayer rooms. The limited support for facilities and infrastructure carried out by the Pairiwisata Office is due to the lack of budget owned by the Gowa Regency Tourism Office.

Regarding financial management originating from the tourism sector in Gowa Regency, it is not managed directly by the Tourism Office. The Tourism Office only plays a role in printing ticket cards for visitors in tourist areas. The Gowa Regency BAPPEDA manages the management of the retribution. Meanwhile, the management of the tourism development budget in Gowa Regency is carried out by the Natural Resources Conservation Center (BKSDA) in South Sulawesi Province.

The results also show that the Gowa Regency Government in increasing tourism development helps with the construction of gazebos, bathrooms, stage shows, and walkways in the tourist area of Malino. In addition, the South Sulawesi Provincial Government has also demonstrated its role as a facilitator in the development of tourism areas by improving highway facilities in the Malino Tourism Area.

3.2 Community Support

Community 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 manage it properly will undoubtedly improve the level of welfare of the entire local community.

Community involvement in tourism development must continue to be developed by providing awareness and understanding and appreciation that the rights,

responsibilities, and obligations of the community will produce benefits from tourism development that they can later enjoy. [13].

Based on the findings in the field, the community in the tourism area of Gowa Regency provides support for the development of the tourism sector by managing and maintaining the facilities and infrastructure to support the implementation of tourism that has been provided by the government. This has illustrated that the surrounding community has an awareness, sense of responsibility, and understanding of the importance of the tourism sector for the improvement of their economy and welfare.

In addition, the people in the area also provide lodging facilities, by changing the use of their own private homes. If this is related to social exchange theory [14] The activities carried out by the community in the tourism area of Gowa Regency have benefited both from an economic, social and environmental perspective, so that the community provides support and participates in providing services to visitors and tourism development.

3.3 Private Support

The involvement of the private sector in tourism development is needed considering the limitations of the government. The involvement of the private sector is expected to be able to solve problems in tourism development and provide facilities.

According to the research results, it is known that several new tourist destinations in Gowa district are ideas given by the private sector. The private sector also tends to be observant in seeing the potential that exists in Gowa district, several lodging places with modern and unique styles have been established.

The inn was built not only as a place to rest but also as a photo spot that adapts to the needs of young people, so that it is more attractive to visitors. Figure 1 is lodging destinations that are also tourist destinations for the community:



Fig. 1 Lodging places with modern and unique style

Source : Gowa Regency Tourism Office, 2022

4 Conclusion

The government in tourism development in Gowa district has built several facilities that can support tourism development and increase the number of visitors, besides that the government always motivates tourism development. The private sector also supports tourism development in Gowa Regency by providing modern and unique tourism development ideas, which are then realized in the construction of several inns which can also be used as tourist destinations because unique building models can be used as photos spots. Communities that are also around tourism destinations contribute to providing support for tourism development by participating in managing and maintaining existing facilities and infrastructure. This is inseparable from the awareness of the benefits they get from an economic point of view.

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