

Tourism Economic Development Strategy Based on Local Culture in South Sulawesi

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Abstract

The development of the tourism economic sector in various countries in the world, including Indonesia, in recent years has become a trend issue, especially since it was realized that this sector has promising prospects in the future. This paper examines the importance of developing a culture-based tourism economic sector and the forms of its development strategy. This type of research is descriptive qualitative research with data collection techniques using written sources, namely books, articles, documents, and others. The results showed that South Sulawesi has a lot of enormous tourism potential so it is possible to develop the economic sector in this field. The development is not only required a precise strategy but also needs to be supported by the support of all parties both government and society in general. The fact shows that the development of the tourism sector in South Sulawesi so far is still constrained by many factors that require serious discussion and in-depth scientific studies, especially related to the optimization of development and utilization in the future.

Abstrak

Pengembangan sektor ekonomi bidang pariwisata pada berbagai negara di dunia termasuk juga Indonesia beberapa tahun belakangan ini menjadi trend isu terutama sejak disadari betapa sektor ini memiliki prospek yang menjanjikan di masa depan. Tulisan ini mengkaji tentang pentingnya pengembangan sektor ekonomi pariwisata berbasis budaya serta bentuk-bentuk strategi pengembangannya. Jenis penelitian ini adalah penelitian deskriptif kualitatif dengan teknik pengumpulan data menggunakan sumber-sumber tertulis yakni buku, artikel, dokumen, dan lainnya. Hasil penelitian menunjukkan bahwa Sulawesi Selatan memiliki banyak potensi wisata yang sangat besar sehingga sangat memungkinkan untuk mengembangkan sektor ekonomi di bidang ini. Pengembangan tersebut selain diperlukan strategi yang jitu juga perlu didukung oleh dukungan segenap pihak baik pemerintah maupun masyarakat secara umum. Kenyataan menunjukkan bahwa pengembangan sektor pariwisata di Sulawesi Selatan sejauh ini masih terkendala oleh banyak faktor sehingga memerlukan diskusi serius serta pengkajian ilmiah yang mendalam khususnya terkait dengan optimalisasi pengembangan serta pemanfaatannya di masa mendatang.

Keywords

Keywords: tourism, economic, development, local culture

1. Introduction

The tourism sector (A. Ahmadin, 2023) in recent years has become an important issue in discussions about development in various nations and countries in the world, including Indonesia, which seems to be aggressively campaigning for the development strategy of this sector. The reason is because this sector has promising economic prospects for the future, where from year to year the interest of tourists from abroad to visit Indonesia is increasing. Based on data from the Indonesian Central Bureau of Statistics, foreign tourist visits to Indonesia reached 895,121 visits as of December 2022 (Tarigan & Berutu, 2024). From the analysis conducted, the number of achievements has increased by 447.08% compared to the same period the previous year. This means that the attractiveness of tourism objects (Suharto et al., 2019) owned by Indonesia has an important place in the eyes of the world, especially tourism lovers in a broad sense. This is the important point of the need for every country including Indonesia to formulate a grand strategy in the development of tourism objects or revitalization of tourism objects (Usman, 2024) that are less functional (less maintained).

In relation to the development strategy of the tourist attraction, it is necessary to know the types of tourism, namely based on (Kwisata, 2024): (1) geographical location then pariwisata can be grouped into: local tourism, regional tourism, national tourism, international area tourism, and international tourism; (2) according to the balance of payments, such as active tourism, passive tourism; (3) based on the reason or purpose of tourism: business tourism, vocational tourism, and educational tourism; (4) Judging from the aspect of the type of tourism according to the time of visiting amaka can be classified into seasonal tourism and occasional tourism; (5) tourism according to the object can be categorized into cultural tourism, recuperational, commercial tourism, sports tourism, political tourism, social tourism, and religion tourism, (6) based on the number of people who travel, individual tourism and group tourism, (7) according to the means of transportation land tourism, sea and river tourism, and air tourism, Tourism according to gender namely masculine tourism and feminine tourism, and (8) tourism according to price and social level namely delux tourism, middle class tourism, and social tourism.

The potential for local culture-based tourism development is classified as local tourism, as well as educational tourism because it has an educational vision about the cultural heritage of local communities or certain ethnicities (M. Ahmadin, 2024). In addition, it can also be categorized as cultural tourism (Wilopo & Hakim, 2017) from the aspect of the object. Tourism development in the field of culture is actually very promising because it has a distinctive characteristic that is not owned by communities elsewhere. This means that a cultural product can only be found in a particular locality and not found elsewhere. This is where the important potential of its development, including from the aspect as an economic commodity that promises its development in a sustainable manner.

2. Method

This research is a type of economic anthropology research with a research focus on tourism objects associated with local culture using qualitative descriptive data (M. Ahmadin, 2022). The type of data used is secondary data from literature searches in the form of books, scientific articles in journals, newspaper or magazine articles, government documents, personal archives, and other types of sources. The data collection process was carried out through searches on google scholar and a number of other scientific work indexers. A number of data collected were then selected by sorting which materials were relevant to the research problem or object of study and which data were irrelevant (Rahman et al., 2022). Selection of data sources is also carried out for the sake of ensuring whether the data is valid and can be accounted for or not. In addition, the data verification process is also carried out by comparing it with other relevant sources to ensure the level of truth of the data (Emzir, 2016). The next stage is to interpret a number of data and research findings obtained in relation to other relevant data or perhaps also in relation to a theory used.

3. Results and Discussion

It is a general provision that society and its cultural products are two things that cannot be separated because there is no uncultured society and vice versa there is no culture without society or the process of social interaction in the group (Try Aziz Zulkarnaen & Ahmadin, 2022). Departing from this assumption, the existence of culture is considered as something very important, both culture from the aspect of its form and elements so that culture is always considered an important part of identity which is a characteristic in terms of social identity (Dahlan, 2023). This fact is evident in the academic world that in various studies on culture, it is always emphasized on aspects that characterize a particular community or ethnicity, such as its special food, rituals, arts, ethnic songs, traditional clothing, weapons, and others, even lately it has been linked to its mainstay tourist objects or mainstay destinations of an area (Wulandari et al., 2020). This means that every ethnic group or community that inhabits certain regions, including various regions in Indonesia, has a variety of characteristics or characters that distinguish it from other communities in other regions. Thus, every event is always accompanied by the performance of cultural products in various forms and the most common is the performance of ethnic dances.

In relation to local culture-based tourism development strategies, it must first be reviewed that in various regions in the province of South Sulawesi there are many characteristics owned by each ethnic group that are attractive as objects of tourist visits. The Toraja community is famous for the rituals of Rambu Solo, Rambu Tuka (Kabanga et al., 2023), Mannene', Mabbadong, and others in the aspect of religious ceremonies. In the Toraja culture, the people who inhabit the Mamasa blood in West Sulawesi Province also hold similar rituals which can also be used as an attractive tourist attraction for visitors both foreign tourists and local Indonesian tourists. In addition, the Kajang community (Alvira et al., 2024) who inhabit the Amma Toa customary area in Bulukumba Regency are also famous for their characteristics, such as the Andingingi ritual, Attune panroli, and others which are the characteristics of this ethnic group called Konjo (Sahib et al., 2017)(Saudi & Saudi, 2023). In Sinjai Regency, there is also a well-known indigenous community, namely the people who inhabit the Karampuang customary area which is famous for the Mappugau Hanua ritual (Saudi & Saudi, 2023).

In addition, of course, various other communities in South Sulawesi have traditional or cultural heritage that is always preserved, among the people of Gowa there is a ritual of washing heirlooms called Accera Kalompoang which is held at the Balla Lompoe traditional house, in Pangkep district there is a known agricultural community tradition called the Mappalili ritual, Maddoja Bine, and others, in Takalar district is famous for the maulid ritual called Maudu Lompoe which has now become an object of annual routine visits where the pageralan always takes place crowded and lively, and many others in various regions in South Sulawesi. In the field of arts, there are also many or various ethnic or ethnic arts known as Makassar, Bugis, Toraja, and Mandar (M. Ahmadin, 2019).

Based on this description, it can be said that the people of South Sulawesi (Husain et al., 2021) have a lot of cultural heritage. The important and urgent question now is what strategies need to be carried out so that this cultural heritage (Zulkarnaen et al., 2022) can become an attractive tourism commodity for visitors and in the development package of this sector, of course, it must pay attention to the benefits of its economic aspects. One important strategy that needs to be done is that in every natural tourist attraction, whether beaches, mountains, or villages in the interior, it should not be the sole object of visit for tourists. This means that there must be other objects of visit that are located nearby so that both or several attractions become a package of visits whose benefits will of course be more and even on the visitor's side also benefit from the aspect of visiting once but can cover several attractions. The point is that the various tourist objects owned by various districts in South Sulawesi must be designed as a package visit and one of the opportunities to become a special attraction is the potential of local culture.

This effort or strategy is intended, among other things, as an effort so that the values possessed by the tradition and cultural heritage are preserved and become part of the characteristics of a society, especially in the modern era like today which is hit by a kind of crisis of pride in cultural values (A. Ahmadin, 2009) which needs to be considered together. In addition, it is also necessary to think together about what should be done or what preventive measures should be taken so that a number of cultural heritages can survive or be preserved (RISMAYANTI & DAHLAN, n.d.). Now this is where the importance of

introducing or campaigning for various local cultural heritages through policies makes it a package in visits to tourist destinations in this province.

Conclusion

The local wisdom-based tourism economic development strategy in this study is intended as an effort to utilize a number of local cultural heritages as tourist objects with attractive design and packaging so that they can be of economic value to the local government and to the community in general. Various local cultural potentials in the form of folk games and dance as well as ritual forms, so far have indeed been widely published in various forms and media, but it seems that the conditions will be different when watching directly compared to watching on video media. For this reason, the development of tourist attractions, whether beaches, mountains, villages, communities, and others, requires a combination with elements of local culture as a distinctive feature and at the same time a differentiator from others. For example, in the form of art performances, cultural attractions, and other interesting forms. In addition, the creative economy can also be promoted in the form of providing culinary or souvenirs typical of an area which is a sign that someone has visited the tourist spot and this can also be an effort to empower the local community economy.

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