

Mapping Stakeholder's Role in Community-Based Tourism Development on Hutan Bambu Alu in Polewali Mandar, Indonesia

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Abstract-Hutan Bambu Alu is a part of the watershed area which is maintained by the Alu community in Polewali Mandar, West Sulawesi. Hutan Bambu Alu has become one of the tourist destinations in West Sulawesi which was planned to be built with an ecotourism concept approach that is managed by the community to preserve ecosystems and improve the welfare of local communities. The role of stakeholders is one of the success keys to achieve the goal of developing Hutan Bambu Alu to become a role model of ecotourism area in West Sulawesi. This study aims to identify stakeholders which involved in the community-based tourism management in Hutan Bambu Alu and mapping the role of stakeholders in supporting the sustainability of tourism during and post the COVID-19 epidemic. This study used a qualitative descriptive method with an analytical approach to the level of influence and importance. Data was collected through observation, in-depth interviews and documentation studies. The results showed that the stakeholders who acted as key players consist of Cahaya Uwai Manurung, Alu Youth Community Forum (Forum Komunitas Pemuda Alu/FKPA), community leaders; land owner; Alu Village Government; higher education; transportation services provide, souvenir seller, Alu community, Polewali Mandar Youth, Sports and Tourism Office and Alu Village Assistant Health Center.

Keywords- Bambu Alu, community-based tourism, ecotourism.

I. INTRODUCTION

Hutan Bambu Alu (Alu Bamboo Forest) is a part of the watershed area which is maintained by the Alu community in Polewali Mandar, West Sulawesi. Mapping the roles of these stakeholders is important to identify the parties related to the community-based management institutions of the Hutan Bambu Alu tourism area. Community-based tourism is a form or tourism which arose to counter the negative effects of conventional or mass tourism [1]. Community involvement in tourism is a fundamental in the process to counter tourism's negative impacts and to support community wellbeing [2]. Community-based tourism project is a form of tourism that relatively easy to start but difficult to sustain [3]. It depends on several factors such as the institution and the commitment of each stakeholder.

This study aims to identify and map the roles of stakeholders based on their level of importance and

influence on the development of community-based tourism in the Hutan Bambu Alu, Polewali Mandar. [2]

II. RESEARCH METHOD

This research was conducted in April-August 2021 in Alu Village, Alu District, Polewali Mandar Regency. Data was collected through interviews with a number of key informants. The selection of key informants as data sources in this study was carried out through a snowball sampling technique with the initial informants coming from elements of the Alu Youth Community.

Primary data includes data on the level of interest, influence and behavior of stakeholders. Secondary data consists of duties, functions and authorities as well as some other information obtained from document searches and literature review relevant to the research.

The data were analyzed by qualitative stakeholder analysis techniques [4][5][6]. Qualitative stakeholder analysis is used to explain the stakeholders involved in the development of community-based tourism in the Hutan Bambu Alu, the interests and power of each stakeholder and to explain the role of each stakeholder in supporting the objectives of community-based tourism management in the Hutan Bambu Alu.

There are 4 categories of stakeholders, namely: (1) Subject stakeholders, namely stakeholders who have a high level of interest but low influence; (2) Key player stakeholders, namely stakeholders who have a high level of interest and high influence; (3) Stakeholders who determine the situation or context setters, namely stakeholders who have low interest but have high influence; and (4) other follower stakeholders or crowd, namely stakeholders who have a low level of interest and low influence. [6]

III. FINDINGS AND DISCUSSION

1. Stakeholders in community-based tourism in Hutan Bambu Alu

The results of the analysis of the information obtained through interviews with a number of key information and documentation studies have identified a number of stakeholders involved in the management of the Alu Bamboo Forest as a tourist destination in West Sulawesi.

There are 22 stakeholders, both from internal and external elements of Alu Village.

They are the West Sulawesi Provincial Tourism Office, Polewali Mandar Regency Youth Sports and Tourism Office, Alu District Government, Alu Village Government, Uwai Manurung Light Craftsmen, Alu Youth Community Forum, Nusa Pustaka, Uwake Foundation, Universities, Community Leaders, Alu Village PKK, Community Alu, Visitors, Transportation Service Providers, Souvenir Traders, KPHL Mapilli, Agency for watershed management and protected forest (Balai Pengelolaan Daerah Aliran Sungai-Hutan

Lindung/BPDAS-HL) Lariang-Mamasa, Department of Trade and Cooperatives, Bamboo Forest Land Owners, Community, Sureq Bolong, Pamboang Bamboo Craftsmen and Alu Village Assistant Health Center.

2. Mapping Stakeholders

A number of 22 stakeholders were then mapped into 4 quadrants based on their level of importance and influence in the development of community-based tourism in Hutan Bambu Alu. Each quadrant shows the role of stakeholders as subjects, key players, context setters, and crowds (Figure 1).

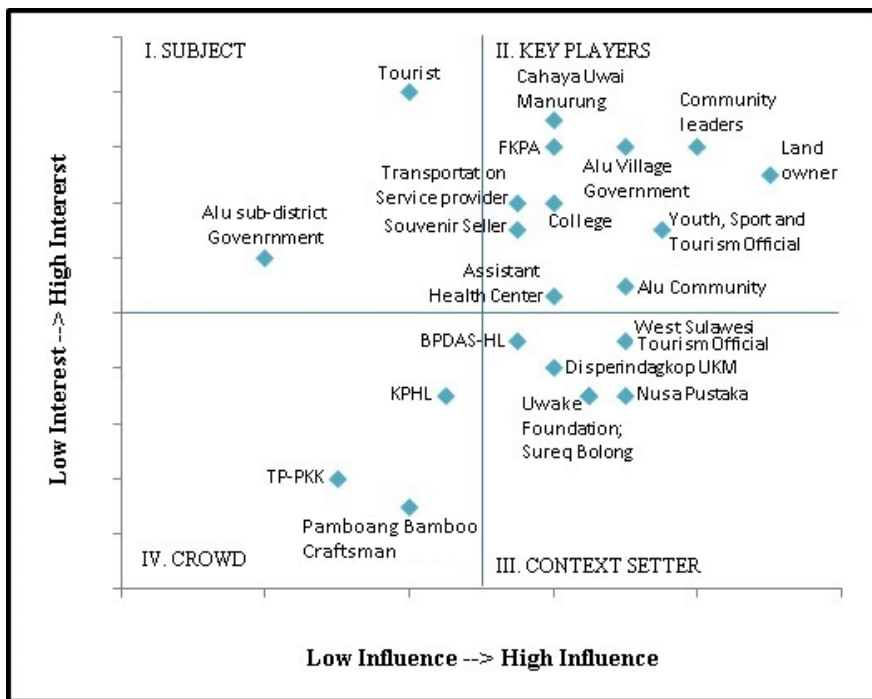


Figure 1. Matrix of stakeholder interests and influence in the development of community-based tourism in the Alu Bamboo Forest

Stakeholders in quadrant I (subject) consist of 2 stakeholders, namely tourist and Alu Sub-District Government. Both of them need initiatives if their interests are to be protected. [7] suggested that those with high interest but low influence still have responsibility for the implementation of activities, even though they are not directly involved in decision making. [6] suggested that subject stakeholders (subjects), namely stakeholders who have a high level of interest but low influence. They have low capacity to achieve the goals of ecotourism or tourism-based management in Hutan Bambu Alu.

Stakeholders in quadrant II (key players) consist of 11 stakeholders, namely Cahaya Uwai Manurung, Alu Youth Community Forum (Forum Komunitas Pemuda Alu/FKPA), community leaders, land owner, Alu Village Government; higher education/college; transportation services provide, souvenir seller, Alu community, Polewali Mandar Youth, Sports and Tourism Office, and Alu Village Assistant Health Center. These stakeholders indicate the various parties that should act as project

implementers of community-based tourism in Hutan Bambu Alu. They can act as implementer by partnering or cooperating with each other. These stakeholders must be more actively involved, including in making and evaluating the new strategies for developing the tourism activity. According to [9], tourism can contribute to economic growth, transportation and infrastructure. The presence of stakeholders like Cahaya Uwai Manurung, FKPA and Alu Village Government is essential in managing community-based tourism in Hutan Bambu Alu and its sustainability. They need to support each other and work together in achieving the goals of improving welfare through bamboo handicraft products and tourism management in their village.

Stakeholders in quadrant III (context setter) consist of 6 stakeholders, namely Watershed and Protected Forest Management Office of Lariang Mamasa (Balai Pengelolaan Daerah Aliran Sungai/BPDASHL Lariang Mamasa), West Sulawesi Tourism Office, Industry, Trade, Cooperatives and Small and Medium Enterprises

(Dinas Perindustrian, Perdagangan, Koperasi dan Usaha Kecil Menengah/Disperindagkop UKM) of Polewali Mandar Regency, Uwake Foundation, Nusa Pustaka, and Sureq Bolong. According to [6], these stakeholders are the determinants of the situation or context setters. These stakeholders probably will become key players due to an event. West Sulawesi Tourism Office or Industry, Trade, Cooperatives and Small and Medium Enterprises can turn into key players due to certain program or an event. On the matrix above, their position are near from the axis of interest. Therefore, it's important to have a good coordination with them. These stakeholders can be considered to have high interest and influence so that all required information around development of tourism in Hutan Bambu Alu must be provided so that they can continue to play an active role in achieving management goals. [8]

Stakeholders in quadrant IV (crowd) consist of 3 stakeholders, namely Family Welfare Empowerment Team (Tim Penggerak-Pemberdayaan Kesejahteraan

Keluarga/TP-PKK) of Alu Village, Pamboang bamboo craftsman, and Protected Forest Management Unit (Kesatuan Pengelolaan Hutan Lindung/KPHL) Mapilli. These stakeholders are not subject to activities or management of tourism activities, but still require monitoring and or evaluation even with low priority. The stakeholders in this quadrant need to be monitored to ensure that their interests do not adversely disturb to the situation of tourism development. Little consideration is needed to involve these stakeholders further as their interests and influence usually change over time. These stakeholders must be monitored and have to maintain a good communication with them.

An analysis was also carried out on key player stakeholders to determine their behavior and performance towards the development of community-based tourism in the Alu Bamboo Forest (Table 1). For example, Cahaya Uwai Manurung has participated in making souvenirs and interpretation boards in the Hutan Bambu Alu area.

Table 1. The behavior and performance of key player stakeholders in Community-Based Tourism Development on Hutan Bambu Alu

No	Stakeholders	Behaviour	Performance
1	Cahaya Uwai Manurung	Participate in training on making bamboo handicraft products.	- Improved skills for craftsmen - Diversification of bamboo and other handicraft products for souvenir needs
2	Alu Youth Community Forum (Forum Komunitas Pemuda Alu/FKPA)	- Provide reinforcement to maintain local customs, traditions and culture	- Improved Alu Bamboo Forest facilities and infrastructure
3	Community leaders	- Provide support for every Alu Bamboo Forest activity - Realizing Alu Bamboo Forest tourism development programs and activities.	- The Alu Bamboo Forest maintains its customs and culture as part of a tourist attraction
4	Alu Village Government	- Facilitating permits for tourism development activities in the Alu Bamboo Forest area - Not yet optimal in using the strategic role of the village government in the development of the ALu Bamboo Forest area as a tourist area	- Institutional management of the Alu Bamboo Forest has not yet been established - There is no village government support in the form of regulations or their derivatives - There are indications of the development of the Alu bamboo forest
5	Owner of land	- Providing access in the form of using bamboo forest land owned for tourism	- The Alu Bamboo Forest area is used as a tourist area -
6	Higher education/College	- Facilitating ecotourism workshops through Partner Village Development Programme (Program Pengembangan Desa Mitra/PPDM) - Involve students in Toursim Management of Hutan Bambu Alu through PPDM - Conducting research on Bamboo Forest tourism - Provision of capital for bamboo craft production equipment	- Student participation as Alu Bamboo Forest tourism manager - Publication of the Alu Bamboo Forest area - Improved skills of bamboo craftsmen - Increase in business capital for bamboo products
7	The Youth, Sports and Tourism Official of Polewali Mandar Regency	- Provide support (funding) on FSM activities - Carry out tourism training activities - Involved Alu village as tourism destination in Polewali Mandar	- Alu Bamboo Forest as one of the destinations in Polewali Mandar - Provide financial support in organizing annual tourism events (FSM)

		International Folk Art Festival (PIFAF) event	
8	Alu community	- Participated more when there was an tourism event	- Support from community to Hutan Bambu Alu - Tourism attractions are still lack
9	Souvenir seller	- Provide a variety of souvenirs for visitors to the Alu Bamboo Forest tour	- Various handicraft products as souvenirs have not been managed properly
10	Transportation service provider	It behavior has not been identified	- No special institution or network has been formed with a commitment to serve special transportation to the Alu Bamboo Forest area - There is no clear contribution from transportation service providers
11	Alu Village Assistant Health Center	It behavior has not been identified	- Its contribution to the Hutan Bambu Alu is not clear

Table 1 shows that a number of key stakeholders have demonstrated behaviors that support the development of community-based tourism in the Hutan Bambu Alu. For example, Cahaya Uwai Manurung has participate in training on making bamboo handicraft products. But this conditions are different with the Alu village auxiliary health center. The COVID-19 pandemic has given rise to a new concept of tourism that requires the importance of health protocols for visitors and managers. So far there has been no involvement of health workers who specifically handle the health and safety of visitors. Therefore, this stakeholder need to improve it performance to support achieving the goals of tourism development in Hutan Bambu Alu.

IV. CONCLUSION

The results of this study identified 22 stakeholders. They are the West Sulawesi Provincial Tourism Office, Polewali Mandar Regency Youth Sports and Tourism Office, Alu District Government, Alu Village Government, Uwai Manurung Light Craftsmen, Alu Youth Community Forum, Nusa Pustaka, Uwake Foundation, Universities, Community Leaders, Alu Village PKK, Community Alu, Visitors, Transportation Service Providers, Souvenir Traders, KPHL Mapilli, Agency for watershed management and protected forest (Balai Pengelolaan Daerah Aliran Sungai-Hutan Lindung/BPDAS-HL) Lariang-Mamasa, Department of Trade and Cooperatives, Bamboo Forest Land Owners, Community, Sureq Bolong, Pamboang Bamboo Craftsmen and Alu Village Assistant Health Center. The key player stakeholders consist of 11 stakeholders, namely Cahaya Uwai Manurung, Alu Youth Community Forum (Forum Komunitas Pemuda Alu/FKPA), Community Leaders; Land owner; Alu Village Government; Higher Education; transportation services provide, souvenir seller, West Sulawesi Tourism Office, Polewali Mandar Youth, Sports and Tourism Office and Alu Village Assistant Health Center.

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