






# Analysis of the Planning for Sustainable Development of the Bantimurung Natural Park (Sustainability Tourism) (Simbang District, Maros Regency)

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**Abstract.** This study aims to examine and analyze the collaboration between Regional Apparatus Organizations and strategies in planning the development of the Bantimurung tourism area. The type of research used is qualitative research. The location of this research is Maros Regency, South Sulawesi. While the types of data used are primary data and secondary data. Data collection techniques used are interviews, literature review, documents/archives, and documentation. The data analysis technique used is qualitative analysis. The results showed that the collaboration of Regional Apparatus Organizations in planning the development of the Bantimurung nature tourism park was carried out by three Regional Apparatus Organizations, namely the Youth, Sports and Tourism Office, the Public Works and Spatial Planning Office, the Regional Planning and Development Agency. Based on the results of the research that in planning the development of the Bantimurung natural tourist park area, the three Regional Apparatus Organizations are infrastructure development and management of cleanliness around tourist destinations, while the Regional Apparatus Organization Strategy in planning the development of the Bantimurung natural tourism park tourism area, among others, Natural Resources Development consists of aspects of attractions, accessibility, activities and facilities, as well as social and cultural. Meanwhile for Human Resource Development carried out by the Tourism Office, namely education, and training for the community and tourism destination managers.

**Keywords:** Development · Sustainable Tourism · Maros

## 1 Introduction

South Sulawesi is one of the tourist destinations, this is seen by the increasing number of foreign and domestic tourists visiting South Sulawesi, so the development in the tourism sector is progressing rapidly. This can be seen from the rapid development of tourism infrastructure and facilities such as hotel construction, increasing travel agents, making Sultan Hasanuddin Airport an international airport and the development of other tourist attractions. In an effort to implement the tourism development program that is

being implemented by the government, the government of South Sulawesi is trying to improve a positive image in the utilization and management of its resources or tourism potential. In addition to efforts to develop tourist objects and attractions and promotional activities, tourist service facilities are also needed including transportation facilities, comfortable accommodation, security and other things deemed necessary to support tourism development programs.

One of the Tourism Destinations of South Sulawesi is Maros Regency which has a lot of natural potential for interesting natural attractions, one of which is the Bantimurung Bulusaraung National Park. Bantimurung Bulusaraung National Park as part of Maros Regency which has the attraction to be developed as a tourist destination for both the domestic and foreign tourist markets. Bantimurung Bulusaraung National Park which has potential as a tourist attraction is supported by its existence as an area that has enormous potential.

The uniqueness of the tourist attraction of the Bantimurung waterfall, Maros Regency, cannot be separated from the cultural and historical values of the past. No wonder the waterfall area is able to attract the attention of tourists to visit the area. At the same time to support foreign exchange or regional income and improve the economy of the surrounding community. This tourist location provides several resting places for bungalows and guesthouses for visitors who want to enjoy its natural beauty longer. Along the entrance to the location, there are a number of butterfly souvenir traders in the form of key chains or wall hangings with prices ranging from Rp. 5,000 to Rp. 25,000. The management of the Bantimurung waterfall tourism area, Maros Regency must pay attention to the principles and principles of sustainable development so that the desired goals can be achieved optimally. The number of visitors who visited Bantimurung in the last 3 years are as follows:

From Table 1 above, it can be seen that the number of visits in the last 3 years of Bantimurung nature tourism has decreased dramatically with the Covid-19 pandemic, but seen from the number of visitors, it is still dominated by national visitors compared to foreign visitors, which amounted to only around 527 people visited the most. in this place.

Based on the results of direct observations and observations made by researchers that the management and facilities available in Bantimurung are still reaping many problems,

**Table 1.** Number of Bantimurung Tourist Visits 2019–2021

No.	Visitor Data	Number of visitors	Year
1	National	383,830	2019
	Overseas	527	
2	National	198,010	2020
	Overseas	62	
3	National	175,203	2021
	Overseas	15	

Source: Ministry of Culture and Tourism 2022

for example, the still weak tourism management, inadequate service quality, ineffective promotion and communication between stakeholders, and facilities that are still fairly inadequate.

## **2 Research Method**

The research method used is qualitative research. The location of this research is in Maros Regency, South Sulawesi. Meanwhile, the types of data used are primary data and secondary data. Data collection techniques used are interviews, literature review, documents/archives, and documentation. The data analysis technique used is qualitative analysis.

## **3 Discussion**

There are two questions in this study, namely How is the collaboration between Regional Organization in planning the development of sustainable tourism areas in Bantimurung and What is the Regional Organization strategy in planning the development of the Bantimurung tourism area.

### **3.1 Regional Organization Cooperation in Planning for the Development of Nature Park Tourism Area of Bantimurung**

Collaboration in government has the implication that all parties involved and have the same responsibility for the decisions taken, therefore collaboration requires the parties involved to sit at one table and have the same power in making decisions. Collaboration in government involves the involvement of many parties, many interests are needed for that certain prerequisites are needed so that this mechanism can be implemented. The success of implementing collaborative governance is largely determined by: first: strong leadership, which has the ability to control and regulate these complex activities. Second, a mediator is needed who acts neutrally/impartially/does not represent certain interests so that the mechanism runs in a balanced manner according to their respective roles and responsibilities. Third, in general, collaboration will be successful if the bureaucracy is placed as the manager of the collaboration concept because government organizations have much greater authority than other organizations. Fourth, negotiation becomes an important stage in the collaboration process because of an imbalance of power or resources. Fifth, decision-making based on agreement and mutual respect is not born on an authoritarian basis.

In improving services to the community in the field of tourism development, the government cannot carry out its duties independently and requires government cooperation involving the public sector and the community. Cooperation is the key to the government's success in the era of bureaucratic reform. This allows us to build collaborations and synergies in the way we work and build sustainable relationships.

Based on the results of the study showed that one form of collaboration carried out by the Department of Youth, Sports and Tourism, the Department of Public Works

and Spatial Planning and the Regional Planning and Development Agency of Maros Regency, namely infrastructure development and sanitation management.

Infrastructure development at Nature Park still needs to be developed so that tourists do not get bored and feel comfortable, and it is necessary to know that sustainable tourism development is seen from the infrastructure aspect in particular, then how is the promotion strategy of tourist destinations so that it will increase the number of tourist visitors in the future, where in the future competition of tourist destinations become tough competition for regions in South Sulawesi in particular.

While the management of cleanliness in the Nature Park area is carried out jointly where the tourism office is fully responsible but it also involves relevant stakeholders such as Nature Park managers, planning agencies and actors in the field such as janitors and sellers (business actors) around Nature Park.

### **3.2 Regional Organization Strategy in Bantimurung Nature Park Area Development Planning**

The increase in the tourism sector will be able to encourage economic activity, including employment, community income, and regional income. In addition, the country's foreign exchange earnings can increase through efforts to develop various national tourism potentials. As a new style of industry, tourism is able to accelerate the growth of the economic sector, provide employment, increase income, standard of living and stimulate other productive sectors such as lodging, travel, food and beverages, souvenirs, and other services deemed economical. (Wahab, 1992).

Therefore, development in the tourism sector is one of the breakthroughs to increase regional and state revenues. The tourism sector will be aligned with other sectors in an effort to increase state income, so that tourism can be referred to as the tourism industry sector (Widodo, 2013). Tourism development does not take other industries in an area, but is an independent industry, which essentially helps and complements the accelerated growth of other industries.

Basically, local government policies in tourism development will have a very important role in supporting the success of national tourism development. The development and growth of tourism needs to be anticipated so that its development remains on track and its carrying capacity. Development in a tourist attraction area will make a very large contribution if it is managed professionally, because with a contribution to the area concerned, tourism can spur the growth of the area around the tourist attraction.

When referring to the position of the region, the existence of regional autonomy regulations has given freedom to each region to manage the resources in its area, for example the development of natural resources and human resources. Development planning can be started by identifying the area that will be used as a location for tourism development. This is intended to increase the role and welfare of the wider community as well as the preparation of human resources who have high competence in the field of tourism services.

Along with the status of an autonomous region owned by Maros Regency, the Maros Regency government has the authority to be able to maximize all existing regional potentials to support the realization of increasing community welfare, one of which is by increasing Regional Original Income (locally-generated revenue). Therefore, the

Regional Government of Maros Regency in this case the Regional Apparatus Organization as the person in charge of the management of the Bantimurung tourist area must be observant to see the potential that exists in the area.

The role of the government as a facilitator is to facilitate those who are committed to developing Maros Regency in facilities to develop the existing potential while still paying attention to environmental sustainability. The Regional Government will also remain committed to improving the quality of Tourism Human Resources, the Regional Government is also committed to preserving the artistic values of Regional Culture, the Regional Government will also participate in developing tourism promotion both at home and abroad.

The Regional Organization strategy in planning the development of the Bantimurung Nature Park tourist area consists of Natural Resources Development and Human Resource Development.

The tourism potential of Maros Regency, this area also has the potential for minerals that have been developed both by private companies and the public (some are licensed and even illegal) all of which have economic value. Exploitation of these minerals will certainly cause environmental damage which is a serious threat to tourism which is very dependent on environmental sustainability. In addition, tourism development without special attention to the tourism sector will be a threat to the preservation of the environment, living things and humans themselves. Therefore, good coordination and spatial planning are needed to overcome the threat of environmental damage in tourism development.

In 2022, the Maros Regency Government will promote the preservation of the natural environment as the main campaign in promoting Bantimurung tourism, one of which is through the 2022 Bantimurung Keren event. Development of natural resource development carried out for Bantimurung namely attractions, accessibility, activities and facilities, socio-economic and socio-cultural.

Meanwhile, the existence of Human Resources (HR) plays an important role in tourism development. In the free market era, where competition is getting tougher and environmental changes are getting faster (turbulent) and difficult to predict (uncertainty), the development of human resources in facing tourism competition in the free market era requires HR strategies.

Tourism human resources include tourists/tourists (tourists) or as workers (employment). The role of human resources as labor can be in the form of human resources in government agencies, human resources who act as entrepreneurs (entrepreneurs) who play a role in determining the satisfaction and quality of workers, experts and professionals who play a role in observing, controlling and improving the quality of tourism and Public. Around tourist areas that are not included in the above categories, but also determine the comfort and satisfaction of tourists visiting the area.

Tourism as an industry that is highly dependent on human existence. The realization of tourism is the interaction of humans who carry out tourism who act as consumers, namely those who travel/tourists and humans as producers, namely those who offer tourism products and services. So that the human aspect plays a role as a driving force for the tourism industry in a country.

Referring to Law Number 10 of 2009 concerning Tourism, the definition of HR that can be associated with tourism is “a variety of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and local governments”. Whereas what is meant by tourism are all activities related to tourism and are multidimensional and multidisciplinary in nature that arise as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, local governments, and entrepreneurs. Meanwhile, the tourism industry is a collection of interrelated tourism businesses in order to produce goods and/or services to meet the needs of tourists in the implementation of tourism. This means that there are many factors that influence/involve and act as tourism resources.

Human resources are one of the factors that play an important role in advancing the tourism sector. The importance of human resources in the tourism sector is that people are a very important resource in most organizations. Especially in service-based organizations, HR plays a key role in achieving successful performance (Evans, Campbell, & Stonehouse: 2003). In some industries, the human factor plays an important role and is a key factor in the success of the company’s performance. As in industry and tourism, where companies have direct and intangible relationships with consumers that strongly support the ability of individual employees to create and create pleasure and comfort for their consumers.

Likewise tourist attraction in a tourist destination is a human factor that will determine whether visitors (tourists) will get the total experience and will visit again. According to Mr. FR as the Head of the Tourism Office who stated that the development of human resources in the industry and currently faces global challenges that require solutions by penetrating the boundaries of countries, regions and continents. One solution that needs to be achieved is to increase the competence of the human resources of a country, including Indonesia, through improving the quality of appropriate education and training.

Therefore, increasing tourism workforce human resources through education and training is an important part, both through formal education channels such as vocational high schools and training channels such as courses, job training institutions and apprenticeships in the workplace.

The development of tourism human resources requires a strategy to improve the quality of tourism managers from upstream to downstream. It is not only a burden for frontliners, managers or entrepreneurs in the field, but also Regional Organization and regional bureaucrats who are the foundation of tourism policy making to monitor the management of these policies.

## **4 Conclusion**

Conclusions of research on planning the development of the Bantimurung natural tourism park area of the three Regional Organization include: The Youth, Sports and Tourism Office, the Public Works and Spatial Planning Office, the Maros Regency Regional Planning and Development Agency, namely the development of human resources and human resources still need to be addressed and improved so that it will have an impact on the development of sustainable tourism.

**Acknowledgments.** Our gratitude goes to the head of the faculty of cultural sciences at Hasanuddin University and the committee of The 3rd International Conference Of Linguistics and Culture (ICLC-3) Organized by the Faculty of Cultural Sciences, Hasanuddin University, who have provided space for the author as a speaker in this activity.

**Authors' Contributions.** Practically, this research is expected to be an input for local governments in planning the development of sustainable tourism areas to be an evaluation material in the development of the Bantimurung tourism area, while academically this research is expected to add references for further research.

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