

INCREASING COMMUNITY PARTICIPATION IN THE TOURISM DEVELOPMENT IMPLEMENTATION PROCESS IN POLEWALI MANDAR REGENCY

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ABSTRACT

community participation in the implementation of tourism policies can categorize participation as citizens' power in influencing changes in policy making. Participation in a public policy is always related to the community as the intended object of a policy because it is essentially intended for the interests of the community. This article aims to describe the increase in public participation in the process of implementing tourism development in Polewali Mandar Regency. Observations were made in obtaining data on community participation and supported by literature and document review. The results obtained indicate that increasing community participation in a process of tourism implementation in Polewali Mandar Regency which is not yet optimal in development is urgently needed to increase public participation so that there is continuity or synergy between the government and the community in a tourism regulation that can increase the interest of tourists to visit Polewali Mandar Regency.

Keywords: Increasing Participation, Tourism Development, Society.

INTRODUCTION

Community participation in tourism development planning is believed by many to have been a key word in the success of tourism development. Development that involves community participation is the most important factor in national development as outlined in the form of empowerment programs (Tosun, 2000; Rasoolimanesh et al., 2017). Participation is a bridge between the government as the holder of power, authority and policy with the people who have civil, political and socio-economic rights.

Participation can be defined as a mental involvement / thoughts and emotions / feelings of a person in a group situation that encourages him to contribute to the group in an effort to achieve goals and take responsibility for the business concerned (Aziz, 2008). Davis (1982) suggests that physical, mental or mind involvement will be able to encourage and make participants take place with optimal results or can contribute optimally in order to achieve goals, while at the same time it will bring high community trust, a sense of being responsible and a sense of belonging.

Participation in Indonesia needs to refer to Government Regulation No. 45 of 2017 concerning community participation in the implementation of regional government explaining that to accelerate the realization of people's welfare, various efforts need to be made to increase community participation in the administration of regional government. This has become the main subject for the regulation of public participation in this Government Regulation as mandated by Law Number 23 of 2014 concerning Regional Government being passed. In the regional government law it is stated which are the duties and authorities of the central government and which are the duties and authorities of the regions. Article 9

paragraph (3) of Law Number 23 Year 2014 affirms governmental affairs which are divided between the Central Government and Provincial Regions and Regency / City Regions.

The concept of participation is a broad concept, and important, because one indicator of the success of a development is the existence of community participation. In other words, participation in a public policy is always related to society as the intended object of a policy, because essentially the policy was born within the framework of, by and for the benefit of the community. This embodiment of community interests is nothing but an expression of respect for the human rights of every individual community as the subject of development. This article aims to describe the increase in community participation in the process of implementing tourism development that specifically addresses the increase in community participation in Polewali Mandar Regency.

LITERATURE REVIEW

The essence of participation in policy

The concept of public participation is related to the concept of openness. In a sense, without government openness, it is impossible for the community to participate in government activities. Openness is very important for the implementation of good and democratic governance (Jati, 2012). Thus openness is seen as a principle of state administration regarding the proper exercise of authority. In the concept of democracy, the principle of openness or participation is one of the minimum requirements.

Public participation is increasingly important urgency in the decision making process after the campaigning of good governance by the World Bank and UNDP. One characteristic of good governance or good governance is good participation. Furthermore, UNDP defines participation as a characteristic of the implementation of good governance is the involvement of the community in making decisions both directly and indirectly through representative institutions that can channel their aspirations. Participation is built on the basis of freedom of socializing and speaking and participating constructively (Sumarto, 2003).

According to Utomo (2003), the benefits of public participation in public policy making are: (1) Providing a better foundation for public policy making. (2) Ensuring more effective implementation because citizens know and are involved in public policy making. (3) Increase citizens' trust in the executive and legislative branches. (4) Resource efficiency, because with the involvement of the public in making public policies and knowing public policies, the resources used in public policy socialization can be saved.

Levels of Community Participation

According to Arnstein (1969) there are three levels of participation which are then broken down into eight steps of participation. This is one way to understand participation by using the "ladder of participation". The participation ladder shows the relationship between citizens and the government in the process of implementing tourism development. Arnstein gives a clear classification or level / grouping of the level of community participation in the context of public administration, while the public will follow the stages starting from the first ladder to the eighth ladder with logic in the study of public administration which can be described in the following table:

Table 1. Classification of Community Participation According to the Arnstein participation ladder

No	Classification	Description	Level
1.	Degree of Citizen Power	<p>Providing opportunities for stronger involvement in policy making. Citizens take part directly in decision making</p> <p>This level shows that the community has a great influence on a decision making process in which community participation (the poor community group) is included in determining the outcome or process and the impact of a policy.</p>	Citizen control Delegated control Partnership
2	Tokenism	<p>At this level citizen / community participation has been heard that only the community does not have the ability to obtain guarantees from their consideration whether or not the decision maker (the Government) will consider.</p>	Placation Consultation Information
3	Non Participation	<p>Participation activities that occur at this level are actually a distortion of participation. The real purpose of participation is only to educate, to challenge the community there is no communication but dialogue and there is communication but it is still limited, it only comes from government initiatives (holders of Power) and is in the same direction.</p>	Therapy Manipulation

Source: Processed in 2020 from Arnstein (1969).

To assess the level of community participation in this study using the Arnstein theory analysis tool (1969), it is considered that the high level of community participation indicates that the community (citizens) must follow and understand the political problems and community desires in engaging activities, conversely when community participation is very low in general, it is considered to be inadequate, meaning that the community does not pay

attention to government issues, there are two forms of apathy (indifferent) evaluation; There is because of disappointment, and there is because of the attitude of ignorance, because of the lack of community interest, and lack of knowledge, and are not convinced by the government.

Community Participation in Tourism Development

The perspective of community participation is a broad concept, and important, because one indicator of the success of a development is the existence of community participation. Participation is a central concept, and a basic principle of community development because, among many things, participation is closely related to the idea of human rights. In other words, participation in a public policy is always related to society as the intended object of a policy, because essentially the policy was born within the framework of, by and for the benefit of the community. The embodiment of community interests is nothing but an expression of respect for the individual rights of the community as the subject of tourism development (Susanti et al., 2019; Syahrial & Badollahi, 2020).

Thus, community participation is basically community participation in the process of identifying problems and potential in the community, selection and decision making about alternative solutions to deal with problems, implementing efforts to overcome problems, and community involvement in the process of evaluating changes that occur Participation involves more mentally and emotionally than a person is physically, so that the person is expected to be more involved than the person himself. Such participation, driven by mental and emotions, is called "voluntary" participation. Whereas participation by force is called mobilization. Participation encourages people to take responsibility in an activity, because what they contribute is on the basis of volunteerism so that they feel responsible to the organization.

Tikson (2001) argues that participation is a process in which the community as stakeholders, are involved in influencing and controlling development in their respective places. the community actively participates in initiating their lives, through the decision-making process and the acquisition of resources and their use.

As explained in Government Regulation number 45 of 2017 concerning community participation in the administration of regional government provides a general understanding of public participation in the administration of regional government, hereinafter referred to as community participation, is the role of the community to channel their aspirations, thoughts and interests in the administration of regional government.

The existence of law No.10 of 2009 concerning tourism has also regulated that the community in and around tourism destinations have priority rights to be workers / laborers, consignment, and management. Thus, the development of tourism in the Polewali Mandar Regency should be able to bring economic benefits to improving the quality of life of the surrounding community in the form of handicraft art, souvenirs, regional snacks, guide suits, land and island transportation services, restaurants and others that will increase income for the local community.

The tourism sector is currently one of the leading sectors developed by many countries in order to increase national income. Besides that it can increase national income, this sector has a very large impact on the economic growth of the community. In the world economy, tourism is currently seen as the most prominent sector, because it has a strategic influence on

the economy in many countries. The role of tourism for national economic growth has a strategic position. Tourism development not only increases foreign exchange earnings, but also as a catalyst for development that can have a positive impact on the creation and increase of employment and business opportunities, increasing tax revenues and national income (Gelgel, 2006).

Tourism is an activity that directly touches and engages the community, thus bringing a variety of benefits to the local and surrounding communities. Even tourism is said to have extraordinary break-down energy, which is able to make local people experience metamorphose in various aspects. Tourism has many benefits for the community even for the country though, the benefits of tourism can be seen from various aspects / aspects, namely the benefits of tourism in terms of economic, social, cultural, environmental, social & scientific value, employment opportunities & opportunities.

In connection with tourism policy, it is very reasonable that in the era of regional autonomy, various regions through the policies of the local government try to explore and develop various potentials that can spur an increase in the tourism sector. Even in the National Long-Term Development Plan (RPJPN) for 2005-2025, the direction of national tourism development is developed to be able to encourage economic activities and improve the image of Indonesia, improve the welfare of local communities, and provide expansion of employment opportunities.

METHODS

Approach in Research on Increasing Community Participation in the Process of Implementing Tourism Development in Polewali Mandar Regency uses a descriptive approach. The use of descriptive methods because this research focuses on field research to get data or input from the community. In this study, researchers conducted data mining through observation of research locations and review of literature and documents as part of data collection.

RESULTS AND DISCUSSION

Tourism Development Participation in Polewali Mandar Regency

As one of the regencies in West Sulawesi Province, Polewali Mandar Regency with the greatest potential in the tourism sector, making tourism the leading sector that generates the largest regional income, until now there are several tourism objects that have become tourist destinations for local and foreign tourists, including tourism nature, historical and cultural tourism, special interest tourism, and tourism activity events as stated in the Regional Tourism Development Master Plan (RIPPDA) of Polewali Mandar Regency.

The Regional Government of Polewali Mandar Regency is currently focusing its attention on developing the tourism sector as a major sector in regional development. In the Regional Short-Term Development Plan (RPJPD), the Regional Medium-Term Development Plan (RPJMD) and the an annual plan of the Polewali Mandar Regency, the tourism sector is one of the regional development priorities.

In the field conditions, tourism development in Polewali Mandar Regency is currently constrained by the lack of stakeholders' attention to the development of tourism areas, both from the Regional Government itself, the community or even entrepreneurs, even to academics who want to conduct research on tourism policies. so that the area has not been

explored to its full potential, then the contribution of the tourism sector in the context of improving the welfare of the community tends not to be felt by only a few who feel it.

From the observations of researchers in the field shows that the problem of tourism development in the Regency of Polewali Mandar can be identified as not yet conducive to basic infrastructure, especially roads that cause access to parts of the area of tourist attractions felt difficult and hamper connectivity and development development equally. Thus to develop the tourism sector in the future Polewali Mandar Regency needs access to other transportation such as airports, railways, and even ports.

In addition, observations show that the partnership between the local government and the local community and the industrial world is not yet effective in collaborating with cultural values. This can be seen from the lack of collaboration of cultural values in the tourism sector, such as through local dance media or other types that should be able to be used as a driving force for tourism promotion in Polewali Mandar Regency.

Based on the results of these observations, it was found that the development of regional destinations in Polewali Mandar was not yet optimal. narrow, so that on holidays or major days the location of parking is still not able to accommodate vehicles, the number of tourist vehicles even exceeds the capacity of the parking lot and must park on the shoulder of the road. It can be said that facilities in almost all of the attractions of the Regency of MANDAR Polewali Mandar are still very minimal even though the existence of supporting facilities can assist development in increasing operational income.

The development of tourism activities is still focused on developing aspects of natural destinations. Not yet seen efforts to create new tourism objects that are non-physical, such as developing cultural potential, such as traditional ceremonies or other unique cultural processions and poor waste management, especially during the holiday season. With the increasing number of tourists making a lot of garbage scattered around almost all tourist sites. Apart from the lack of awareness from tourists about the importance of cleanliness of the beach, also because of the availability of rubbish bins around tourist sites that are still minimal.

The results of observations show the low participation of stakeholders in supporting tourism development policies in this case can be seen from the increase in community participation that is minimal and even tends to be indifferent and not involved in the policy. Not yet optimal implementation of integrated promotions conducted both by the local government and entrepreneurs in order to increase the dissemination of tourism information. there is no planned information center, so the distribution of promotions is done individually.

The lack of foreign language skills and the lack of maximum human resource support in the implementation of technical operational work is indicated by the still lack of guidelines for technical work patterns that are applied in the implementation of tourism development policies in the Regency of Polewali Mandar.

Increasing community participation so that there is continuity or synergy between the government and the community in a tourism regulation so that it can increase the interest / interest of tourists to visit Polewali Mandar Regency. Whereas in Polewali Mandar District Regulation Number 8 of 2014 concerning RIPPDA as a guide for the implementation of tourism development in Polewali Mandar Regency that can be used by all regional tourism

components in determining the planning, implementation and control of tourism in the region.

The purpose of this RIPPDA is to make Polewali Mandar Regency a comprehensive picture of the development of regional tourism potential that includes tourist attraction objects, tourism facilities and tourism service businesses, as well as indicated by the creation of a creative economy that affects the economic development of the community so that it encourages the realization of a society that prosperous. While the targets to be achieved by this RIPPDA are: (1) The compilation of a concept of regional tourism development, (2) the identification of superior regional tourism areas and superior regional tourism objects according to established criteria, (3) Compilation of policy directions and regional tourism development strategies and (4) Indications of tourism development programs in each leading tourism area (Regional Regulation Number 8 2014).

To overcome the problem of tourism development, the role of the Polewali Mandar Regency Government is more optimal in managing the tourism sector. Another thing that must be considered is that in the context of the global order, competition in the world of tourism has become tighter, so that innovation is needed, the right direction of tourism development policies that can break the ability and ability to compete with several other tourist destination areas at the regional, national, and global.

The tourism potential in Polewali Mandar Regency as one of the tourist destinations that has interesting tourism objects to be developed, such as natural tourism, historical and cultural tourism or special interest tourism and tourism events / activities are not all managed professionally, so the role of the government as a facilitator is very strategic in realizing efforts towards the development of tourism, through four main things namely; regional planning or tourism area, construction of main and supporting tourism facilities, tourism policy expenditure, and the making and enforcement of regulations.

CONCLUSION

Increasing community participation in a process of tourism implementation in Polewali Mandar Regency which is not yet optimal in development is urgently needed to increase community participation so that there is continuity or synergy between the government and the community in a tourism regulation so that it can increase the interest / interest of tourists to visit Polewali Mandar Regency. Whereas in the Regional Regulation which facilitates guidelines for the implementation of tourism development in Polewali Mandar Regency that can be used by all regional tourism components in determining the planning, implementation and control of tourism in the area. The tourism potential in Polewali Mandar Regency as one of the tourist destinations that has interesting tourist objects to be developed. Development of appropriate tourism that can break the ability and ability of the region to compete in the field of tourism.

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