

Examining the practices and success of community-based tourism: A study at Barru Regency, Indonesia

Menguji praktik dan kesuksesan pariwisata berbasis masyarakat: Studi di Kabupaten Barru, Indonesia

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Abstract

Community-based tourism (CBT) is a way to encourage the community to get involved in tourism, and its success depends on the level of participation. Although many academics have discussed CBT, such a concept needs evaluation related to its implementation and how the community benefits. This paper aims to (1) identify the practices of CBT and factors affecting the conduct of beach tourism; (2) evaluate the success of CBT from the perspective of the local people. This paper employs the conceptual framework of success criteria for CBT by utilising qualitative data from in-depth interviews and observations at Ujung Batu Beach, Barru Regency. The research reveals that the practice of beach tourism consists of two, approaches: existing condition management and proposed people management. Six factors affect the conduct of tourism: boat parking by the fishermen, waste management, limited community participation, the natural condition of the coastal area, the existence of the local organisation and the availability of facilities. There should be more efforts to achieve the goals of CBT, including support from the coastal residents, promotion of uniqueness and environmental conservation. This paper contributes to advancing the knowledge of CBT from the perspective of beach tourism.

Keywords: Barru Regency; beach tourism; community-based tourism; practices of CBT; Ujung Batu Beach

Abstrak

Pariwisata berbasis masyarakat (CBT) adalah cara untuk melibatkan masyarakat dalam kegiatan pariwisata. Kesuksesan CBT sangat tergantung pada tingkat partisipasi masyarakat. Meskipun para akademisi telah mengkaji CBT, konsep tersebut membutuhkan evaluasi khususnya jika dikaitkan dengan implementasi CBT dan bagaimana masyarakat mendapatkan manfaat dari konsep tersebut. Penelitian ini bertujuan untuk (1) mengidentifikasi praktik pariwisata berbasis masyarakat dan faktor-faktor yang mempengaruhi kegiatan pariwisata; (2) mengevaluasi CBT pariwisata pantai dari perspektif masyarakat lokal. Penelitian ini memanfaatkan konsep kriteria kesuksesan CBT dengan menggunakan data kualitatif melalui wawancara mendalam dan observasi di Pantai Ujung Batu, kabupaten Barru. Hasil penelitian menunjukkan bahwa praktik pengelolaan pariwisata pantai terdiri atas dua, yakni: pengelolaan berdasarkan kondisi kekinian dan pengelolaan berdasarkan usulan anggota oleh pengelola pantai. Terdapat enam faktor yang mempengaruhi kegiatan pariwisata, yakni: cara parkir para nelayan di wilayah pesisir, pengelolaan sampah, partisipasi masyarakat yang masih terbatas, kondisi alamiah dari wilayah pesisir, kehadiran organisasi lokal dan ketersediaan fasilitas. Berdasarkan analisis enam kriteria kesuksesan CBT, penelitian ini merekomendasikan pentingnya upaya yang optimal untuk mencapai tujuan CBT, misalnya, dukungan dari masyarakat pesisir, promosi pantai, keunikan dan konservasi pantai dan lingkungan. Tulisan ini memberikan kontribusi dalam meningkatkan pengetahuan tentang pariwisata berbasis masyarakat dari sudut pandang pariwisata pantai.

Kata kunci: Kabupaten Barru; pariwisata pantai; pariwisata berbasis masyarakat; praktik CBT; pantai Ujung Batu

Introduction

Beach tourism is essential for visitors who enjoy the scenery of the beach and activities in coastal areas. However, restrictions on human travel, including tourism, have made tourism the most affected sector. Indonesia is one of the countries affected by the COVID-19 outbreak. Before the onset of COVID-19, beach tourism activities experienced growth along with the increasing use of the beach as a tourism

attraction. However, COVID-19 has impacted beach tourism, including the decreasing economic benefits people feel from tourism. Gössling et al. (2021) argue that there has been a change in tourism management as a result of the global pandemic. Therefore, tourism stakeholders in Indonesia (e.g. local government, tourism industry) make various efforts to stimulate tourism.

Community-based tourism is one way to inspire local people to develop regional tourism. Community-based tourism is an option to strengthen the role of the community as tourism actors as well as to benefit from tourism activities (Beeton 2006, Dodds et al. 2018, Lee & Jan 2019, Junaid et al. 2021). Beach managers in most countries, including the locals, require tourism revival through beach tourism. The community hopes to be active again after the crisis and rise from the crisis through active participation in the tourism sector (Cardoso 2020). Tourism revival is an effort to restore the tourism sector so that local residents get economic benefits. Tourism can impact the socio-cultural life of the tourism destination community, for example, public awareness of the existence of other communities regarding culture and social life (Pearce 2008). Coastal communities need alternative income, so community-based tourism is significant to achieve this goal. Beach tourism allows local communities to provide services to tourists. This goal needs to be supported by community participation, not just focusing on one community group. Community-based beach tourism can encourage the implementation of sustainable marine tourism management.

By examining various aspects of the community-based tourism concept (CBT), CBT has attracted the attention of academics. Lee & Jan (2019) examined people's perceptions of community-based tourism in Taiwan. The study results indicate that managers need to consider development opportunities and adopt appropriate strategies in every community development effort in the tourism sector. Bello et al. (2017) researched community participation in ecotourism in Malawi and found that inhibiting factors such as apathy, financial problems, low education, inadequate information, unfair distribution of benefits constrain community participation. Community-based tourism may be adopted to help the local community solve the issues. Salazar (2012) studied community-based tourism in the field of culture and found that tour guides are local community groups who interact directly with tourists. Cultural potential can encourage the implementation of community-based tourism. However, the community must actively support tourism development in their area.

The success of community-based tourism is the goals and expectations of various community groups in tourism destinations. However, studies on the successful implementation of CBT still require in-depth analysis (Rocharungsat 2008). Rocharungsat (2008) studied the factors that influence the successful implementation of CBT arguing that successful criteria for community-based tourism include local involvement and support, benefits for the local people, good management, partnership and support, uniqueness and environmental conservation. Achieving community-based tourism goals is not an easy thing. Some factors influence the successful implementation of CBT, the most crucial factor being whether the community has benefited from tourism activities. However, there is limited literature on community-based tourism from a beach tourism perspective. Studies on community-based tourism only focus on tourism in general and have not examined the views of coastal communities and beach managers about community-based tourism.

Community-based tourism is an idea or concept that makes the community the leading actor in tourism activities through planning and implementing tourism in the area (Grybovych & Hafermann 2013). The result of planning and implementing tourism by the community is economic benefits and awareness of the preservation of natural and cultural resources in their area. Tourism is the driver for employing residents, so the CBT concept is expected to be a driving force for achieving these goals (Iorio & Corsale 2014, Junaid & Fauziah 2019). Economic benefits for local communities depend on the community's ability to take advantage of opportunities to create innovative products and services in the tourism sector. CBT can be a bridge for the community's efforts to create products for the benefit of the community itself. However, employing in the tourism sector may not be easy for community members.

Community-based tourism has become an interesting idea and is growing as an approach many stakeholders use in tourism destinations. Academics also pay attention to tourism development through community-based tourism. Tourists visit tourism destinations and interact with residents in tourism

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destinations. The development of tourism has affected the community's social life, including increasing the economy, awareness of the urgency of tourism and changes in the socio-cultural culture of the community. Tourism development in the region increasingly encourages people to participate in or contribute to tourism activities, including playing a role in the planning and implementation of tourism (Jurowski 2009, Malek & Costa 2015).

COVID-19 has impacted the management of Ujung Batu Beach in Barru Regency. Since the Indonesian government announced the permit for travel and tours, the manager of Ujung Batu Beach has begun increase the management of beach tourism. However, during the corona outbreak, the local people could not serve tourists. The manager of Ujung Batu Beach affirms that COVID-19 forced the local people and the manager to close the beach. As a result, the beach is just a natural environment, preventing the potential of local people in obtaining economic benefits.

Community-based tourism has begun to run in line with efforts to involve coastal communities in tourism activities. The local government also makes Ujung Batu Beach an opportunity to generate tourism in the Barru Regency. However, community-based tourism is not just a concept but needs actual implementation. This paper aims to (1) identify the practices of community-based beach tourism and factors affecting the conduct of tourism; (2) evaluate the success of community-based beach tourism from the perspective of the local people. This paper employs the conceptual framework proposed by Rocharungsat (2008) of success criteria for community-based tourism, including local involvement and support, benefits for the local people, good management, partnership and support, uniqueness and environmental conservation. This study has advanced the knowledge of community-based tourism from the perspective of coastal communities. Furthermore, it discusses the importance of understanding CBT, not just from the best practices of CBT but also from the evaluation of the local community and related stakeholders. The author proposes strategies to manage beach tourism based on the perspective of community-based tourism.

Research Method

Beach tourism is essential for visitors who enjoy the scenery of the beach and activities in coastal areas. However, restrictions on human travel, including tourism, have made tourism the most affected sector. Indonesia is one of the countries affected by the COVID-19 outbreak. Before the onset of COVID-19, beach tourism activities experienced growth along with the increasing use of the beach as a tourism attraction. However, COVID-19 has impacted beach tourism, including the decreasing economic benefits people feel from tourism. Gössling et al. (2021) argue that there has been a change in tourism management as a result of the global pandemic. Therefore, tourism stakeholders in Indonesia (e.g. local government, tourism industry) make various efforts to stimulate tourism.

This research employs a qualitative methodology to analyse the actual condition of Ujung Batu Beach, Barru Regency. The author collected information on August 2022. The author chose the research location based on three principles. First, Barru Regency has a marine area, which allows stakeholders to manage marine tourism. Second, the locals tried to manage the beach after a long time of not opening the beach to visitors. Third, it is essential to understand community-based tourism, particularly for those who live in the coastal area. This research consists of three phases: the research permit process, data collection and data analysis.

The author determines the research informants based on the principle of purposive sampling. Informants understand the management of Ujung Batu Beach and are relevant in providing research information. The author also made observations by taking notes based on the success criteria for community-based tourism. Before conducting the research, the author completed the research permit process from the institution where the researcher served. Next, the author proposed a research permit application to the South Sulawesi provincial government. The Board of Tourism, Youth and Sports of the Barru Regency welcomes the implementation of research to develop regional tourism. In conducting interviews and observations, the author conveyed the aims and objectives of the research so that the informants understand the purpose of collecting research data.

Five informants participated in this study. The interview duration lasted from 30 to 90 minutes using a recording device so that the author obtained accurate data on community-based tourism management. This research uses qualitative data analysis with a thematic analysis principle. The author conducted a data reduction process in thematic analysis by identifying essential themes from qualitative data (Veal 2006, Long 2007, Junaid 2016). Next, the author analysed the thematic data by interpreting the data. The thematic analysis process utilises a conceptual framework regarding the success criteria for community-based tourism. The author determined the research conclusion based on two approaches. First, essential themes from the qualitative information enabled the author to conclude the research based on the research goals. Second, the conceptual framework provides the basis for concluding the research findings—information provided by informants and the author’s observation.

Results and Discussion

In this section, the discussion focuses on several substantive matters including: (1) An overview of Ujung Batu Beach; (2) The practices of Community-Based Tourism; (3) Factors affecting the conduct of tourism; (4) Evaluating Community-Based Beach Tourism: Linking to the revival of Barru tourism.

An overview of Ujung Batu Beach

Ujung Batu Beach is located in Kelurahan Sumpang Binangae, Barru Regency, South Sulawesi Province (Figure 1). Ujung Batu Beach is one of the residents’ choices, especially in Barru Regency, if they want to travel for leisure. Residents from outside the Barru Regency have also chosen Ujung Batu Beach as a location for sightseeing. Barru Regency has a coastal area along the border area of Pangkep Regency to Parepare City. This coastal area affords beach tourism opportunities for tourism development in Barru Regency. However, the coastal area in Barru Regency needs careful management as a tourism attraction so that the residents may benefit from tourism. The Board of Tourism, Youth and Sports of Barru Regency has made Ujung Batu Beach one of the regional tourism icons. The provision of tourist facilities in Barru Regency is an effort of the local government to support tourism on Ujung Batu Beach.

Tourists can take advantage of the existing facilities at Ujung Batu Beach and may use the gazebo facilities when enjoying the beach atmosphere with family or groups. The manager offers a gazebo (IDR 50,000 per day) to visitors and will take them directly to its location. The entrance fee to Ujung Batu Beach is IDR, 5,000. Ujung Batu Beach also has a changing room facility that tourists can use after swimming activities. The provision of clean water for visitors is also part of the management service at Ujung Batu Beach. Chairs, tables and an open stage are available if visitors need them for family events or leisure activities. The manager also provides tableware rental facilities to support the recreational quality of visitors at Ujung Batu Beach. Informant RAM stated that the existing facilities at Ujung Batu Beach include gazebos, stages, toilets, a prayer room, and visitor safety equipment. The price of the gazebo is IDR 50,000. In addition, tables and chairs can be rented out, for example, for visitors holding reunions, social gatherings and community events. Chair and table facilities can be utilised by around 100 people.

The management of the Ujung Batu Beach is under the coordination of the Board of Tourism, Youth and Sports, Barru Regency. Operationally, local governments assign tasks to the local institution in the tourism sector, namely, *Pokdarwis Tunas Bahari*. Coastal management by *Pokdarwis* continues to be supervised by the local government. *Pokdarwis Tunas Bahari* has started actively opening the Ujung Batu Beach since the government permits opening tourist attractions. During the pandemic, the manager of Ujung Batu Beach did not open the beach for recreational activities. However, visits to the beach after the pandemic have increased as the beach offers a variety of outdoor recreational activities. *Pokdarwis Tunas Bahari* utilises the local community in the Sumpang Binangae sub-district to become the manager. An informant argues that after the coronavirus, “we, as *Pokdarwis* (a local institution), tried to inform the media that Ujung Batu Beach could be visited during the new normal for recreational purposes”.

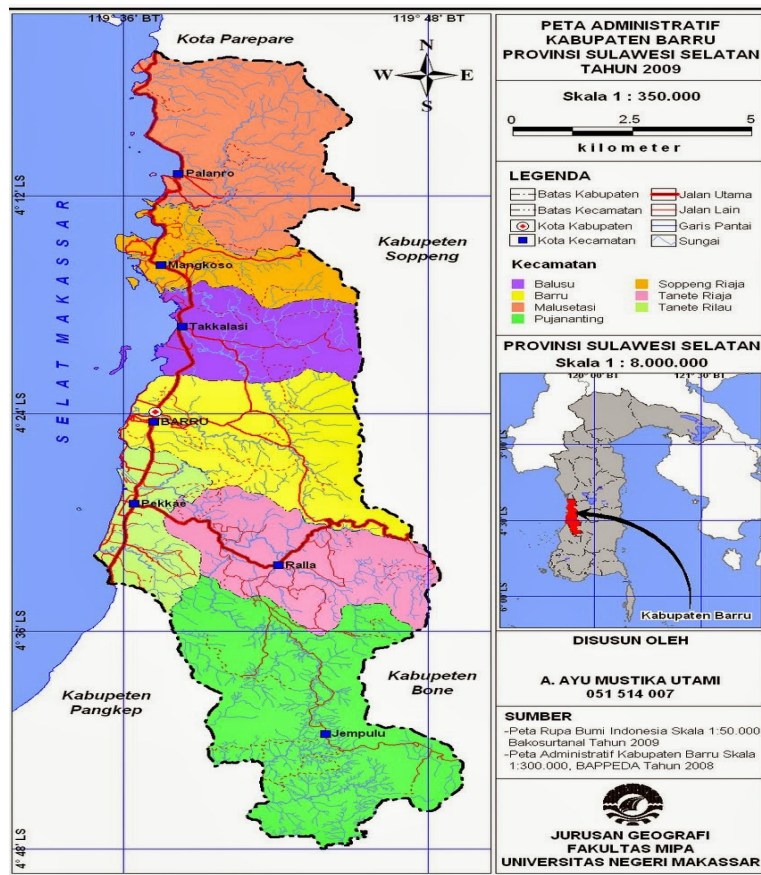


Figure 1.
Map of Barru Regency
Source: Wijatoberru Blogspot (2013)

“Pokdarwis always motivate the local community concerning the existence of the beach as a tourist attraction, giving opportunities to the community to sell food and drinks. The community does not need to rent a place here, so the community can work together to clean this place.” (Informant RAM).

The manager provides an opportunity for the community in Sumpang Binangae village to sell food and drinks around the coastal area. There are also community members who rent tyres for swimming facilities at the beach. People take advantage of tourist visits to sell game products hoping that economic transactions will occur on the beach. Tourist visits have increased in number on Saturdays and Sundays or other holidays. Some visitors come other than holidays but in small numbers. According to the manager, visitors to Ujung Batu Beach come from various backgrounds and regions. Ujung Batu Beach is a favourite tourist location for residents who want to travel around the regencies and cities adjacent to the Barru Regency. Informant RAM mentioned that many visitors say that the rocky end of the beach has a sloping seabed, with no coral. However, the beach is suitable for bathing and incredible because of the trees—visitors from other areas also come to enjoy the beach.

The practices of community-based tourism

Community-based tourism is a concept that makes the community the leading actor in tourism activities—communities who plan and manage the natural potential of the coast for tourism purposes. The manager of the Ujung Batu Beach has a task from the local government to optimise community participation in the management of coastal areas. However, the goal of community participation may not be fully achieved, considering that community participation is only for a limited number of people. This study examines the implementation of community-based tourism principles based on the views of the community and beach manager.

The manager carries out coastal management based on two approaches: existing condition management and proposed people management. The available facilities are one of the pull factors for tourists, so the manager continues to manage existing facilities for tourism purposes. The first approach does not mention in detail the concept of community-based tourism. The role of the tourism office staff is still part of the management of the Ujung Batu Beach. An interview with the manager indicates that members of *Pokdarwis Tunas Bahari* expect to obtain training and education about beach management from outsiders. Therefore, educational institutions should help to understand the concept of coastal management as a tourist attraction. The manager is aware of the lack of efforts to optimise coastal management, one of which is through a community-based tourism approach. Therefore, the manager said that the current management of the beach is to accept tourist visits and maintain the cleanliness of the beach. The manager realises that there are obstacles, one of which is garbage on the beach. The manager implements waste management by involving the community.

The second approach is to provide opportunities for residents in the new district to be part of coastal management. The *Pokdarwis* chairman involves young people to become the management team to facilitate services to tourists. The manager has tried to implement community-based tourism by making local communities part of beach tourism. Residents open stalls or food and beverage stalls for services to tourists. Community-based tourism can be associated with people's expectations to rise from poverty or improve the economy (Zapata et al. 2011). The community has carried out their daily activities as farmers, fishermen, labourers or work in the government and private sectors. However, there is hope for the community to get additional income to meet their daily needs. Community-based tourism can be a driving force for people to rise to improve their quality of life through additional income tourism. Community-based tourism is a step or effort to listen to the community's aspirations because they participate in planning and carrying out tourism business activities.

Community-based tourism is a stakeholder effort to improve from a weak condition to a better one. The benefits of tourism for the poor can occur with community-based implementation. People who do not have knowledge and experience in tourism can benefit from implementing community-based tourism. The community is an essential factor in the development of regional tourism (Monypenny 2008, Aquino et al. 2018, Junaid & Fauziah 2018). Local governments planning tourism development encourage the community to be part of tourism. Therefore, community-based tourism can be a bridge and a driver for the community's rise from the pandemic's negative impacts.

Factors affecting the conduct of tourism

Beach tourism is an opportunity for regional tourism development. The local government makes Ujung Batu Beach a tourism icon in the Barru Regency and encourages optimal management. However, some factors need the attention of local governments and beach manager in managing the beach as a tourist attraction. The manager realises that inhibiting factors affect the management of the Ujung Batu Beach as a tourist attraction. Managers and communities manage beaches for tourist purposes. However, there are internal and external factors that influence beach management.

The fishermen's view on tourism

The first factor is the fishermen's view of Ujung Batu Beach. Most of the population around the coastal area utilises the beach and marine areas to earn a living by working as fishermen. Fishermen use the coastal area to park their boats after carrying out their duties as fishermen. Fishermen think of the coastal area where they can park their boats after their activities at sea. Ujung Batu Beach utilises the coastal area, which is the area where fishermen park their boats. There are about 70 boats along the coast. The fishermen have traditional boats for their daily work; they will park them on the coastal area. Figure 2 shows the traditional boats of fishermen parked on the coastal area.



Figure 2.
Fishermen park their boats at Ujung Batu Beach
Source: Author's personal documentation

The manager argues that the boat's presence may prevent visitors from enjoying leisure activities. Visitors need space to do beach recreation activities with their families. However, fishermen park their boats in the coastal area where visitors enjoy the beach. The parking position is uneven and is located along the coastal area. Visitors have to enjoy beach tourism while being around fishing boats. For beach managers, various efforts have been made to convince fishermen about the location of boat parking. However, fishermen still park their boats in areas where visitors enjoy beach tourism. The manager has conveyed to the fishermen the importance of beach tourism and how to park the boat. However, fishermen have not realised the importance of tourism activities around the coast. The staff of the tourism office in Barru Regency are also involved in providing education to fishermen. Local governments, beach managers and fishermen have not found solutions or efforts to overcome the problem of parking fishing boats.

"Pokdarwis expects that fishermen will not moor their boats near the coast on certain days (for example, Saturday and Sunday). Fishermen and beach managers have agreed on this matter. However, there are still fishermen who do not understand, and we cannot stop them because of their livelihood. If the government provides special boat moorings, fishermen can park their boats properly." (Informant RAM).

This issue is a significant factor in implementing beach tourism activities on Ujung Batu Beach. Such condition encourages the need to provide training for the coastal communities to understand tourism. Community understanding about tourism can help the attraction manager to develop tourism (Sammy 2008, Simpson & Bretherton 2013, Butler 2017).

Waste management

The second factor is waste management that has not been optimal at Ujung Batu Beach. Visitors are one of the tourism stakeholders who contribute to the presence of garbage on the Ujung Batu Beach. The behaviour of visitors who ignore waste management is an inhibiting factor for community-based tourism management at Ujung Batu Beach. The manager has provided a trash can so that visitors throw garbage in it (Figure 3). The manager also cleans the garbage to preserve the beach environment and invites visitors to manage their waste. Garbage is an essential factor in community-based tourism management. Beach tourism is prone to waste due to the increasing number of holiday visitors.



Figure 3.
Waste basket for environmental conservation
Source: Author's personal documentation

Distribution of tourism benefits

The third factor is the distribution of tourism benefits for coastal communities. Ideally, coastal communities will benefit from tourism activities on the Ujung Batu Beach. However, there is a tendency that the participation of coastal communities could be more optimal, both from the aspect of benefit distribution and the aspect of benefits for local communities. For instance, some community members live close to the beach but prefer to work as fishermen without considering the potential to manage the beach as a tourist attraction. Active community participation can encourage the implementation of community-based tourism (Junaid et al. 2021). Fishermen can manage how to park their boats if they become essential to beach tourism management.

Environmental factors

The fourth factor in the management of coastal tourism is the changing natural conditions, which can impact the coast's physical environment. The results of the author's observations indicate that there are coastal areas that experience erosion or coastal degradation due to waves. Waves and sea tides affect the management of the beach as a tourist attraction. Erosion of coastal areas as a natural impact encourages visitors to look for safe beach locations for beach tourism activities. The manager said that in the wet season, high winds and waves could affect the beach's natural condition, likewise with the bridge, which is the link between the central visitor zone and the entrance zone of the beach area. An informant said that during the rainy season (*musim barat*), the garbage rises to the mainland, and all the garbage increases (Informant SAK). Furthermore, an informant added that the weather is very influential on the Ujung Batu Beach. When the tide is in the sea, the trash reaches the mainland (Informant RAM).

The role of local institution

The fifth factor is the existence of local institutions that manage the beach as a tourist attraction. The Tunas Bahari Tourism Awareness Group is a local institution responsible for managing the Ujung Batu Beach. The local government assigns the task of *Pokdarwis Tunas Bahari* to manage the beach through a community-based tourism approach. Management by *Pokdarwis* has generated income for both the community and the government. The manager imposes an entrance fee to visitors so that the manager gets economic benefits, and the manager can deposit the entrance fee to the local government.

Superiority factor

The sixth factor is the superiority of the Ujung Batu Beach compared to other areas that offer beach tourism. Ujung Batu Beach has facilities that support beach tourism activities, such as gazebos for visitors, bathing and changing rooms, clean water, and other supporting facilities for family tourism activities. An informant stated that the advantage of Ujung Batu Beach might be in terms of service; there is a storage place for goods, and the ticket prices are the most affordable compared to other places. In addition, visitors can order a gazebo or if they want to use the place for an event (Informant RAS). The local government supports the existence of Ujung Batu Beach as a beach tourist attraction by providing tourist facilities. This advantage is strength in attracting tourist visits to the beach. In addition, local government support through tourism, youth and sports services is a force that supports coastal tourism activities. Therefore, Ujung Batu Beach can support beach tourism activities, which will support tourism in the Barru Regency.

Evaluating community-based beach tourism: Linking to the revival of Barru tourism*Local involvement and support*

The first criterion is the existence of community support and involvement. Local people live around tourist areas or locations where tourist activities occur. The involvement of the local community broadly is a prerequisite for CBT to be said to meet the CBT principles. Local communities' commitment is

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essential to support the sustainability of tourism activities managed by local communities (Hiwasaki 2006). Involvement of local communities in tourism may include (1) participation in planning tourism activities; (2) managing tourism businesses, both macro and micro businesses.

Community support and participation are important in the management of beach tourism. The head of *Pokdarwis* stated the importance of community support in coastal management because their participation will impact their efforts to conserve coastal natural resources. People living in coastal areas support beach tourism activities. Interviews were conducted with residents who have a food and beverage business as a micro business. The support of residents of coastal areas is in line with their participation in providing services to visitors.

Community participation in tourism activities is the primary goal of community-based tourism. However, this goal is not easy to achieve considering that there are many factors or barriers, for example, public understanding of tourism and the unequal distribution of tourism benefits. Obtaining the benefits of tourism has not been fully achieved evenly, so community-based tourism is a necessity that needs to be carried out. Although there are many community groups in tourism destinations, the level of understanding and tourism skills varies among community members. This can have an impact on the achievement of community-based tourism goals. Nevertheless, there are community groups that want to participate in tourism activities. On the other hand, some groups do not yet have the motivation to participate in tourism. Therefore, community-based tourism is an option so that people gain an understanding of the importance of tourism. In addition, public understanding of tourism can encourage community empowerment efforts to participate in creating businesses to improve the economy (Sofield 2003, Moscardo 2008, Sari 2016, Junaid 2021).

Benefits for the local people

The second criterion is the equitable benefits to local communities from tourism activities. Community members living around the area or tourist attraction need to benefit from tourism activities. The community realises the importance of the beach for their own benefits. Informant RAS stated that the benefit of the beach is that the public increasingly recognises the environment or the Ujung Batu Beach area. In addition, residents get opportunities to do business, for example, food, drinks, and small-scale businesses. There should be efforts to avoid dominating certain groups or communities to optimise the equal distribution of economic benefits.

Informant SAK said it would be better to reduce the number of people working here. Equitable distribution of tourism economic benefits can drive the community to participate in maintaining tourism resources. Job creation is not only obtained by one or several community groups, but there is an even distribution of income from employment in the tourism sector. Community-based tourism is an opportunity to lift the poor to have jobs.

Community-based tourism must involve the community as managers and prominent actors in tourism activities. The utilisation of natural potential as tourism assets must provide benefits to local communities. Equal distribution of benefits is necessary, considering that coastal tourism does not run well without the community. Although the management of the Ujung Batu Beach has involved local communities, the distribution of benefits has not been achieved optimally. The manager's efforts to involve the community are the first step to encouraging community participation. However, the benefits of tourism should be evenly distributed to community members.

The assessment of the distribution of benefits is subjective, depending on the community's assessment. In the context of this research, the distribution of benefits is a description of community involvement by involving representatives of community groups. Social reality in coastal areas is an illustration of how the distribution of tourism benefits the community. Some community groups participate, but there are community members who have not participated in tourism activities. The description of community groups that have not participated shows the distribution of tourism benefits that have not been achieved optimally.

The author evaluates the distribution of tourism benefits with two aspects. First, equity can run optimally if community members contribute to tourism activities. For example, some fishermen park their boats without paying attention to the existence of the stone tip beach as a tourist attraction. In other words, fishermen do not understand and feel the benefits of the beach as a tourism asset. This shows that the fishing groups have not yet experienced the benefits of tourism. Second, the managers and local governments can apply the equitable distribution of tourism benefits if there is a joint effort between managers and the government. A joint effort is a joint task to provide opportunities for other community members, such as fishermen, to provide tourism services according to their potential.

Good management

The third criterion is good tourism management with sustainable principles through exemplary process implementation, planning, publication and marketing. Tourism has both positive and negative impacts related to social, cultural and economic (Mason 2003). Good and careful management of tourism resources can minimise the negative impacts of tourism activities. The community should understand the importance of management with the precautionary principle because tourism involves many parties. Various groups and community members can be part of tourism; hence, good management of tourism resources may avoid conflict in the community.

Good tourism management depends on how the role of managers is in carrying out tourism activities in coastal areas. The author assesses the management of beach tourism at Ujung Batu Beach by examining two aspects. The first evaluation is the management of the beach, which is very dependent on the current condition of the beach. Ideally, the beach manager needs to implement innovative steps so that coastal management can encourage community participation in tourism activities. To achieve such goal, there should be qualified human resources that can implement innovation (Zontek 2016, Ashton 2018, Kimbu et al. 2019). The manager views the current condition as happening by looking at what already exists. The current management of the beach is only in the process of receiving visitors for recreational activities. Additional services or activities to support beach tourism have not concerned the current manager. Therefore, the manager runs today's tourism programmes without creative efforts to provide optimal service to visitors.

The second aspect is the limited number of coastal community members participating in tourism activities. The management has involved local communities as food and beverage service providers, the main target of such sales being the visitors. However, community involvement is only at the food and beverage business stage. Managers can develop various types of businesses to encourage the people's economy and community participation, but just looking at existing conditions remains a habit that has been running since the end of the corona pandemic. There are many opportunities for coastal communities to participate in tourism activities to optimise the benefits of tourism for the community. Informant RAS revealed that it is necessary to assist the community if they want to open a business. In addition, it is necessary to develop residents' capabilities because the community may have the ability, but they need more financial capital to create a business.

Partnership and support

Partnership and multi-stakeholder support is the fourth criterion for successful CBT implementation. In tourism activities, some people live around the area or tourist attraction. Communities around the coast (beach) are an internal group of coastal tourism that needs to support tourism activities. Furthermore, there are communities with external categories who are also tourism stakeholders. External categories can come from various community groups, for example, the tourism industry, education circles, and professionals who can contribute to tourism development. Partnerships between various categories of community groups are one of the keys to the successful implementation of community-based tourism. Informant RAM argued that they had implemented partnerships with different organisations such as youth organisations, government and schools. This collaboration supports visits to Ujung Batu Beach. Coastal management as a tourist attraction requires the application of partnerships and support from various community groups.

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The partnership is an essential aspect of successful CBT implementation. The evaluation of the partnership on Ujung Batu Beach has been ongoing and managers have implemented partnerships and received stakeholder support to manage coastal tourism. In addition, managers have established partners with local governments or the tourism, youth and sports services in implementing community-based tourism. Building partners are part of the task of *Pokdarwis* members, especially with the government in Barru Regency.

Uniqueness

The fifth criterion for the success of CBT is the uniqueness of a place or tourism destination. The beach is a tourist destination that must be unique to attract tourists. Countries worldwide make beaches a tourism asset and attract tourist visits. The beach offers a variety of activities, so beach tourism is one of the attractors to encourage tourism revival. Coastal tourism managers can offer various experiences, including opportunities for tourists to take advantage of the beach location for various activities. A tourist attraction has historical value, information and advantages compared to other tourist attractions. Therefore, uniqueness is essential so that CBT management can be successful and increase community participation. The uniqueness of Ujung Batu Beach is a strategic location for beach tourism with amenities that visitors may use, the natural environment, and the availability of snorkelling and diving spots that visitors may visit during their beach visit.

Ujung Batu Beach is unique compared to other destinations that offer beach tourism. Three different aspects characterise the uniqueness of Ujung Batu Beach, including strategic location (environment), islands for marine tourism experience, and supporting facilities. Ujung Batu Beach has a strategic location, not far from the city of Barru, with easy access for tourists and supports beach tourism. Accessibility is essential in CBT management because visitors will come and become part of tourism activities. The community can serve visitors who come to travel due to good accessibility to the Ujung Batu Beach.

Two islands very close to the Ujung Batu Beach provide the opportunity for tourists to enjoy snorkelling and diving. The local government of Barru Regency promotes snorkelling and diving activities for tourists visiting regency, starting from the coastal area of Ujung Batu Beach. Therefore, Ujung Batu Beach has a unique opportunity for marine activities and enjoying beach tourism. Marine tourism utilises the marine area of Barru Regency as a potential for tourists to travel, whereas coastal tourism only utilises the coastal area for tourism activities. Snorkelling and diving can be attractions and driving forces for tourist visits to tourism destinations. Snorkelling and diving are special activities, so managers must run marine tourism properly and professionally. Ujung Batu Beach has facilities to improve the quality of experience for tourists. For most tourists, it is essential to enjoy facilities of beach. Existing facilities may support the length of stay of tourists to enjoy the beach which then, affects the economic benefits of tourism for the local community.

Environmental conservation

The sixth criterion of the success of CBT is conservation or environmental preservation. Nature-based tourism will utilise natural resources for tourism purposes. Preservation of the natural environment is necessary so that tourism can run sustainably (Wang & Tong 2012, Jakobsson & Dragun 2013, Masud et al. 2017). There are spots for snorkelling and diving, about 15 minutes by traditional boat from Ujung Batu Beach. In addition, government staff encourage coral reef conservation efforts. This programme can involve various stakeholders to participate together in preserving coral reefs (Informant).

Cultural tourism utilises cultural resources for tourism purposes. Cultural preservation is a must so that tourism runs under sustainable tourism goals. Beaches are natural resources that utilise coastal areas for tourism activities. The utilisation of natural potential is in line with the lives of coastal communities with a coastal culture. Coastal culture can be part of regional tourism development. Nature and culture are a combination of tourist needs to get travel services.

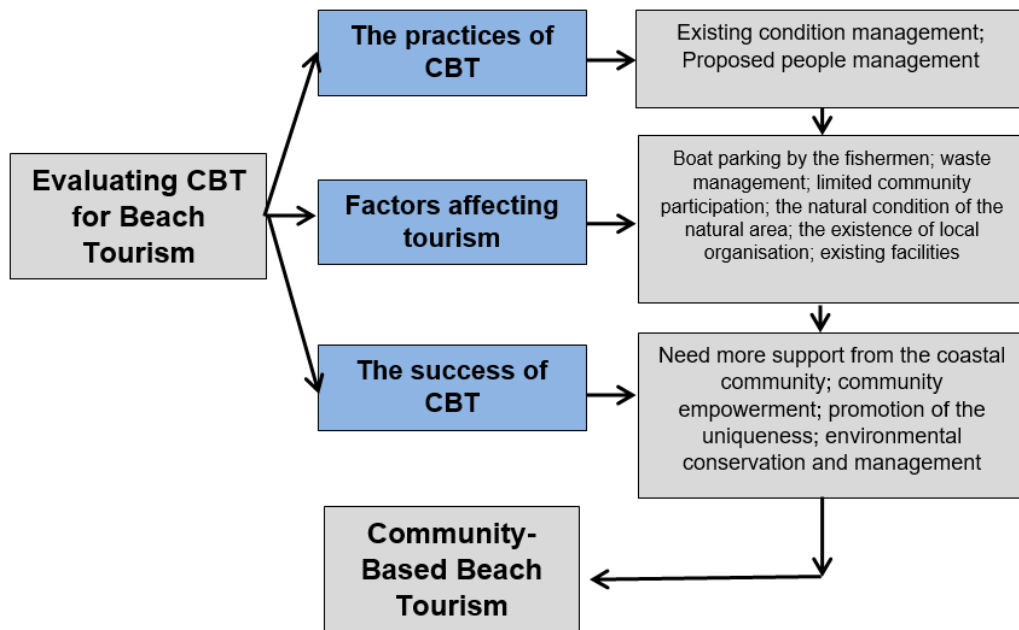


Figure 4.
Summary of CBT examination
Source: Author's personal documentation

In August 2022, some visitors did snorkelling activities on the island adjacent to Ujung Batu Beach. The visitors carried out marine tourism and identified opportunities for coral reef conservation efforts in the waters of Barru Regency. Snorkelling and diving are the main activities on the two islands. The author also conducts snorkelling activities to see the potential and opportunities for marine tourism on the island. The condition of the coral appears to be poorly maintained and may have experienced the bombing. However, on the island, the opportunity for snorkelling activities is perfect because the corals are still preserved and have the potential for coral conservation. Observations of visitors who did snorkelling were aware of the condition of the corals that need attention and conservation efforts so that the corals around the island can be well preserved.

The Board of Tourism, Youth and Sports staff have conveyed the possibility of a coral conservation project in Barru Regency. A potential location for coral conservation is Gusung Padongko and its surroundings. The local government hopes the underwater environmental conservation project can soon be implemented as a form of concern for preserving the environment and coastal areas. The local government welcomes efforts to preserve the environment, especially the corals, which can be an example of preserving the underwater natural environment. For this reason, it is necessary to implement strategies to face the challenge of environmental conservation (Chapin et al. 2009).

In research observation, the author noted the condition of the coastal environment at Ujung Batu Beach, which requires serious attention from the manager and the government. According to the beach manager, the waste found in coastal areas is shipping waste. The accumulated garbage comes from the ocean currents and reaches the coast of Ujung Batu Beach. However, plastic waste found in coastal areas can come from visitors. The number of visitors to Ujung Batu Beach has increased on Saturdays and Sundays; in other words, visitors with large numbers have the potential to leave trash.

The beach manager has managed waste to anticipate the amount of accumulated garbage. The manager provides a trash can so that visitors can throw garbage in it. The beach manager also applies the division of tasks to women and men who sell around the coastal area. The sellers clean up trash around the coastal areas, especially in their shops. The cleaning assignment is in line with the permission of sellers who sell food and beverage products in the Ujung Batu Beach area. The beach manager has tried to conserve the environment by cleaning up trash. However, environmental conservation in the form of waste on the coast needs to involve visitors as the main actors in cleaning up the waste. The manager only makes an

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appeal to dispose of garbage in the place provided. However, responsible tourist behaviour is one of the reasons for environmental conservation has not been maximised. The author provides a summary for examining community-based tourism on beach tourism (Figure 4).

Conclusion

The local government makes efforts to revive regional tourism, one of which is beach tourism. Furthermore, beach tourism has been a concern of local stakeholders, particularly the local government of Barru Regency. The opportunity for the coastal community to participate in beach tourism is the reason for managing community-based tourism. CBT requires the role of the coastal community to utilise natural resources for their benefit. The term 'community-based beach tourism' is derived from CBT, a concept to optimise the role of coastal communities to manage resources sustainably. Although many academics have discussed community-based tourism, such a concept needs evaluation, particularly related to its implementation and how the community benefits. This paper contributes to advancing the knowledge of community-based tourism from the perspective of beach tourism, factors affecting the conduct of CBT and strategies to achieve the goals of community-based beach tourism.

This study identifies factors that affect the conduct of tourism. First, fishermen's behaviour in parking the traditional boats. Different perception among the fishermen concerning the existence of the beach is the reason for parking along the coastal area. Second, the issue of waste management may affect the conduct of tourism particularly the quality of tourism experience by tourists. Third, communities have benefitted from tourism although limited participation occurs. Natural condition at the beach and the existence of local organisations are the fourth and fifth the management of tourism resources. Finally, Ujung Batu Beach has facilities to support the conduct of beach tourism.

Four aspects make the success of community-based beach tourism at Ujung Batu Beach, including the existence of a local organisation as the manager of the beach; the availability of natural resources and facilities to support beach tourism; the willingness of the manager to involve the local people in resources management and the role of local government as partner and advisor for the management of community-based tourism. This study evaluates the implementation of community-based beach tourism. Although the manager has involved the local people, the number and level of participation is still weak. Therefore, the manager and local people need more support for community-based tourism. In addition, environmental conservation is essential to support the implementation of community-based beach tourism. The manager needs to highlight the uniqueness and strengths of the beach, so tourists may choose beach tourism, which then affects the success of community-based tourism. Implementing community-based tourism allows the local stakeholders to support the revival of regional tourism.

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