

## South Sulawesi Sustainable Marine Tourism: Analysis of the Economic Value of Tourism in Coastal Areas and Small Islands

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### Abstract

*This study aims to analyze the economic value of marine tourism in South Sulawesi, focusing on coastal areas and small islands, and to evaluate the social impacts and effectiveness of collaborative policies in the sustainable management of marine tourism. The study also seeks to provide strategic recommendations to support more effective and sustainable marine tourism development. The research employs both quantitative and qualitative approaches. Quantitative data is collected through surveys assessing tourists' travel costs and the economic impact of the tourism sector, with a focus on coastal areas and small islands in South Sulawesi. Qualitative data is obtained through interviews with stakeholders, policy document analysis, and case studies of marine tourism destinations to evaluate the success of collaborative policies and the social impacts of tourism. The findings reveal that marine tourism has improved the quality of life for local communities by providing better access to healthcare and education services, and by enhancing living conditions. Additionally, marine tourism plays a role in community empowerment, environmental awareness, and cultural preservation. Collaborative policies in marine tourism management have demonstrated positive results in enhancing destination quality, natural resource management, and local community empowerment.*

**Keywords:** *Marine Tourism, South Sulawesi, Economic Value, Coastal Areas, Small Islands, Collaborative Policies, Sustainable Management, Community Empowerment, Environmental Conservation, Cultural Preservation.*

### INTRODUCTION

Tourism has become a very promising main economic sector in Indonesia, especially because it helps economic growth and creates jobs for people from urban to coastal areas. However, because tourism management that adheres to sustainability principles continues to increase in Indonesia, the balance between the environment, social and economic is starting to be questioned. To overcome this problem, it is important to determine and develop sustainable tourism plans and policies (Lukman et al. 2022).

The maritime economy and marine tourism are closely related to socio-economic conditions, the biggest challenge is the limited number of makers and policies regarding these two things (Li et al. n.d.). It is very important to understand how the maritime economy and marine tourism relate to socio-economic conditions. Although economies depend on marine resources to thrive and survive, marine tourism also helps coastal communities earn jobs and money. However, unsustainable management can affect the lives of local communities, such as loss of traditional livelihoods and environmental damage. Consequently, to achieve sustainable development in coastal and marine areas, a holistic approach is needed to integrate economic, social and environmental needs.

In the first semester, the Ministry of Tourism announced that in 2022 the number of foreign tourist arrivals would increase quite significantly if you look at data for the same period the previous year, reaching an increase of 926% with 743 thousand visits. Meanwhile, the condition of room occupancy or star hotel occupancy in Indonesia is also increasing, according to a report from the Central Statistics Agency as of March 2022, the Room Occupancy Rate (TPK) is at 45.15 percent or an increase of 6.57 points when compared with the 2021 period which is only 33.56 percent.

The concept of sustainable tourism is a triangle with each corner representing 3 main aspects, namely economic aspects, socio-cultural aspects and environmental aspects (Satrio Wibowo and Arviana Belia n.d.). The

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economic aspect encourages development that takes into account the welfare of the local economy and the fair distribution of tourism profits. The socio-cultural aspect emphasizes the importance of respecting and preserving cultural heritage and encouraging the participation and inclusion of local communities in the tourism industry. Meanwhile, efforts to maintain the sustainability of nature and the environment, such as managing natural resources and reducing negative impacts on fragile ecosystems, are motivated by environmental elements. By considering these three components, tourism can develop sustainably with benefits for all parties involved in the long term.

The development of marine tourism activities can direct local agents and actors to become aware of and even invest in the region which ultimately contributes to the promotion and development of the region (Rijal n.d.). The development of marine tourism activities has great potential in directing local agents and actors to understand and play a role in the development of the region. In this way, they can be motivated to invest in the area. Their participation in marine tourism activities not only has a positive impact on the local economy, but also contributes to the promotion and development of the region as a whole. Through this joint effort, the potential of marine tourism can be better recognized and utilized optimally, creating a significant impact on economic growth and environmental sustainability in the region.

Indonesia has archipelagic geographic characteristics with an estimated number of large and small islands of 17,504 islands and a productive coastline of 81,000 square kilometers (Arsana 2014). Indonesia as an archipelagic country has a coastline of 99,093 kilometers, a sea area of 3,257 square kilometers, 20.87 hectares of marine conservation areas, coasts and small islands. This area contains 590 types of coral, 2,057 coral fish, 12 types of seagrass, 34 types of mangroves, 1,512 types of crustaceans, 6 types of turtles, 850 types of sponges, 24 types of marine mammals, 463 sunken ship sites. This potential is utilized for educational tourism, underwater tourism, conservation tourism, and diving for the purpose of developing science (Directorate of Coastal and Small Island Utilization 2020).

Marine tourism is an activity carried out by a person or group of people by utilizing the sea, beaches and their environment, the sea surface or in the sea (Mark Orams 2002). Starting from this understanding, it can be said that marine tourism has the main element, namely nature on the coast or coast, utilizing all available natural resources, both on the surface and at the bottom or in the sea, as well as the sea surface environment.

South Sulawesi, as a leading province in Eastern Indonesia, has enormous potential in marine tourism. Tourism potential is anything that can be used as a main element in the development and development of tourism. These elements include natural beauty, cultural uniqueness, and other elements that can support tourism activities. The potential for marine tourism in South Sulawesi is very diverse and can be divided into natural seascape tourism, natural beach/coastal and small island tourism, underwater natural tourism, water sports tourism and cultural tourism (Payangan n.d.). However, the potential for marine tourism in South Sulawesi has so far not had an effect on improving the community's economy. Apart from that, maritime development is still far from the principle of sustainability (Tuwo et al. 2021) stated that the problems with developing marine tourism in South Sulawesi are low resource management capacity, low participation of local communities, limited availability of infrastructure, weak institutional capacity of local communities, and lack of support or contribution of local communities. Apart from that, the government's presence is also considered to be minimal for the development of marine tourism in South Sulawesi. The development of marine tourism in South Sulawesi faces many complex problems. One of the main problems is low capacity to manage resources, which can lead to overexploitation and environmental damage. In addition, there is low local community participation in environmental management and conservation. The potential to develop marine tourism in the area is also limited by limited infrastructure such as road access and supporting facilities.

Weak institutional capacity of local communities is also an obstacle because it can hinder the coordination and implementation of effective marine tourism development programs. In addition, a lack of support and active contribution from local communities can also hinder development efforts. Apart from that, another inhibiting factor is the lack of government support for the development of marine tourism in South Sulawesi.

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(Fachry, 2021) revealed that the role of both regional and provincial governments is still needed, especially in environmental cleanliness facilities, orderliness of traders in supporting the development of marine tourism.

The development of marine tourism requires government participation, both at regional and provincial levels. Environmental cleanliness facilities are one component that requires special attention. To maintain the cleanliness of beaches, seas and the surrounding environment, the government must actively provide adequate sanitation infrastructure. To prevent environmental pollution which can damage the attractiveness of marine tourism, sufficient trash bins and an efficient waste management system are needed.

Apart from that, the government must also do something to ensure that local traders do not roam around marine tourism locations. The government can regulate clear zoning and regulations to regulate trader activities and provide education about the importance of maintaining a clean environment. Traders must be given guidance and supervision to ensure they operate in an orderly manner and do not damage the environment.

Development should not only think about the economy but also ecology and social issues, as well as an ecotourism concept that prioritizes aspects of conservation and welfare for the community (Rijal and Arifin 2023). Ideally development must be holistic and not only prioritize economic growth. Environmental and social aspects must also be included. Ecotourism is a very important concept where nature conservation and community welfare are the main focus. This method allows development to improve the quality of human life and maintain environmental sustainability. Sustainable development must prioritize social justice and respect cultural diversity to meet the needs of future generations. Therefore, a society that is in harmony with nature, prosperous and sustainable is formed.

The above is in accordance with what was conveyed by (Srinivasan et al. 2022). The principle of the blue economy is that socio-economic growth can be carried out simultaneously with environmental management and sustainable resource management. According to blue economy principles, socio-economic growth can be accompanied by sustainable management of resources and the environment. This method recognizes that human well-being cannot be achieved by sacrificing the environment or depleting natural resources. Instead, societies can achieve sustainable growth and protect important ecosystems by integrating sustainability into economic activities. These principles encourage innovation in the use of natural resources in a more efficient and environmentally friendly manner, as well as encouraging equal access and distribution of economic benefits for all communities. In this way, these principles create a long-term positive impact for future generations.

Policies that are relevant to the development of marine tourism in South Sulawesi are needed. (Taghulihi & Nuria 2020) recommends that there is a need for government policy and related stakeholders to understand the internal and external factors in it so that they can formulate a marine-based tourism development program. So far, the policies adopted by the government through collaboration with all parties to develop marine tourism activities (Syamsuri et al., 2018) have found a relationship between the variables of marine tourism and capture fisheries which have a significant effect on economic growth, while the variable of sea transportation companies has no significant effect. He revealed that there is a significant relationship between marine tourism, capture fisheries and sea transportation companies on economic growth. This proves that local communities who work as fishermen can be involved in creating sustainable tourism.

The development of beach tourism by empowering fishing communities is expected to have a positive impact on the economic and social culture of fishing communities (Prayogi & Sari, 2019). To develop coastal tourism, empowering fishing communities is a broad and sustainable strategy. Through this method, fishing communities become main stakeholders in the tourism industry and also participants. Political decisions, natural resource management, and the development of local tourism products are all matters in which they are involved. Fishing communities can be a key driver in creating authentic and memorable tourism experiences for visitors by utilizing their traditional knowledge and skills. This empowerment can also preserve rich maritime culture and improve the economic and social welfare of local communities.

Factors that influence the economic value and visiting preferences of tourists can be managed for the sustainability of marine tourism. Calculating the financial value of human capital gains is likely to become a more powerful political tool for the tourism sector (Buckley 2023). Calculating the financial returns from human resources in the tourism sector can be a very effective political tool. After knowing how much human resources

contribute to the tourism industry, this can become a strong basis for political debate in various contexts. For example, political leaders can more easily convince relevant parties to increase investment in training, education

and workforce development in the tourism sector, if they have clear data on the economic contribution made by the workforce in the tourism sector.

In addition, assessing the financial value of human resource benefits can also be used as a basis for making better policies to improve the welfare of tourism workers. This could include establishing a decent minimum wage, social security, and incentives to encourage improvements in people's welfare.

In general, value can be interpreted as calculating the maximum number of tourists who will spend money to pay for goods and services to obtain goods in the form of tourist attractions (Lalenoh et al. 2021). Thus, it is necessary to carry out an economic assessment for goods that do not have market value. These goods are goods produced by natural resources and the environment, such as a tourist attraction. Goods and services provided by coastal areas not only have use value but also non-use value, although not all of the benefits from these goods and services have market prices. For the needs of accounting for natural resources and the environment, all benefits, whether they have a market price or not, must be taken into account in order to represent the overall benefit value (Noviyanti & Rusdiyanto 2009).

The Travel Cost Method (TCM) or travel cost method was derived from ideas developed by Hotelling in 1931, which were then formally introduced by Wood and Trice (1958) and Clawson and Knetsch (1966) (Fauzi 2006). TCM is part of environmental assessment, used to estimate the outdoor recreational value of a tourist attraction. In general, travel costs are the total costs incurred by tourists to visit a particular tourist spot for one visit. TCM is an approach and method for tourism development through calculating the amount of costs that a tourist will incur while at a destination. Minister of Environment Regulation Number 15 of 2012 concerning Guidelines for Economic Valuation of Forest Ecosystems ([KLHK] Ministry of Environment and Forestry 2018), the travel cost approach assumes that travel costs incurred by tourists to get to tourist attractions are considered environmental value.

As a region that has marine tourism potential, it is deemed necessary for South Sulawesi Province to know the economic value of tourism in coastal areas. Based on Regional Regulation No. 2 Year 2019 South Sulawesi the potential for coastal and outermost islands is that there are 332 islands spread across South Sulawesi Province. Meanwhile, the Provisions for the Tourism Zone Utilization Statement (KPP ZP) is a space whose use is mutually agreed between various stakeholders and whose legal status has been determined for tourism activities and/or businesses in South Sulawesi at 167 locations.

## **RESEARCH METHODS**

This research is applied quantitative research in the form of applying theories or methods in the real world, which in this case is the Economic Valuation of coastal and island tourist attractions in South Sulawesi. Data will be collected through in-depth interviews, participant observation, and analysis of related documents. The data analysis method used in this research is the travel cost method. Multiple linear regression analysis was used to determine the factors that influence the frequency of tourist visits to coastal and island tourist attractions in South Sulawesi. Data will be analyzed inductively using content analysis methods to identify emerging patterns and themes. The location of this research was in South Sulawesi, carried out at 3 destinations representing the Leading Destinations of South Sulawesi based on the Ripparda of South Sulawesi Province. The rationale for this research is to formulate strategies that can be applied in managing sustainable marine tourism.

## **RESULTS AND DISCUSSION**

### **Economic and Social Impact of Marine Tourism Objects on Local Communities**

#### **Increasing Community Income**

Marine tourism in South Sulawesi has had a significant positive impact on local community income. With the average travel cost per tourist reaching IDR 1,300,000 and the average number of visitors reaching 150,000 people per year, the resulting economic potential reaches around IDR 195,000,000,000 per year. This figure

shows that marine tourism not only provides entertainment and recreation for tourists, but is also a very significant source of income for local residents. Every component of a tourist's trip—from transportation to

accommodation, consumption, and souvenir purchases—contributes to increasing local income, creating a beneficial domino effect for the regional economy. This is explained by:

"The income generated by the tourism sector comes from various components. For example, transportation includes expenses for plane, bus or ship tickets, as well as local transportation such as taxis and vehicle rentals. Accommodation also plays an important role, with many local residents opening lodging businesses such as hotels, resorts and homestays" (Informant Interview Results, 2024).

The income generated by the tourism sector comes from various components, including transportation, accommodation, consumption and souvenir sales. Transportation includes expenses for plane, bus, or boat tickets, as well as local transportation such as taxis and vehicle rentals. The sector benefits directly from tourist arrivals, with revenues flowing to local transport companies and operators. Accommodation also plays an important role in increasing people's income, with many local residents opening accommodation businesses such as hotels, resorts and homestays. Income from this sector not only benefits business owners, but also creates jobs for local residents, from hotel staff to homestay workers. The same thing is also explained by:

"There are also other activities generated such as consumption from tourists providing direct economic benefits to restaurants, food stalls, cafes and local food traders. Lastly, purchasing souvenirs and souvenirs by tourists is an important source of income for the handicraft industry and souvenir shops managed by local communities. "All of this together increases the income of local communities and creates a positive domino effect for the regional economy" (Informant Interview Results, 2024).

According to the informant's explanation above, consumption and sales of souvenirs also make a significant contribution to local community income. Tourists who spend money on food and drinks while in tourist destinations provide direct economic benefits to restaurants, food stalls, cafes and local food traders. In addition, purchasing souvenirs and souvenirs by tourists is an important source of income for the handicraft industry and souvenir shops managed by local communities. Revenue from these sectors helps improve the local economy, supports small and medium-sized businesses, and promotes local culture. Thus, marine tourism in South Sulawesi not only provides recreational benefits for tourists, but also has a broad and deep economic impact on the local community.

Increasing income from the tourism sector in South Sulawesi not only impacts individuals or families directly involved in the tourism business, but also has a wider positive impact on the local community. With higher incomes, local communities can improve their quality of life through investments in education, health and infrastructure. For example, income from tourism can be used to improve public facilities such as roads, schools, and health centers, which in turn will improve the overall well-being of society.

Apart from that, increasing income from tourism also encourages the development of new businesses in other related sectors. For example, as the number of tourists increases, the demand for additional products and services such as tour guide services, water sports equipment rentals and cleaning services also increases. This opens up opportunities for local communities to develop various types of new businesses that support tourism, thereby creating more jobs and increasing regional economic diversification. As explained by,

"Local communities can improve their quality of life through investment in education, health and infrastructure. It is hoped that income from tourism can be used to improve public facilities such as roads, schools and health centers. In addition, increasing income from tourism also encourages the development of businesses new opportunities in other related sectors, creating more jobs and increasing regional economic diversification. This all contributes to improving the overall welfare of society" (Informant interview results, 2024).

In accordance with what was explained by the informant above, there is indeed an increase in income from tourism, the local government also benefits from increasing tax revenue. Taxes collected from tourism businesses such as hotels, restaurants and souvenir shops can be used to finance various development programs and public services. Apart from that, increasing income from the tourism sector also attracts investment from outside the region, both from the central government and from private investors. This investment can be used to further develop tourism infrastructure, such as the construction of ports, airports and highways, which in



turn will increase the attractiveness of South Sulawesi as a tourist destination and strengthen the positive impact of the tourism sector on the local economy.

### **Transportation**

One of the main components of tourist expenditure is transportation. Costs incurred by tourists for transportation from their place of origin to tourist destinations include plane, bus or ship tickets as well as local transportation such as taxis and vehicle rental. Revenue from this transport sector flows directly to local transport companies and operators, providing significant economic benefits to local communities. As explained by:

"For example, airlines and ferry companies serving routes to South Sulawesi as well as taxi drivers and vehicle rental operators in tourist destinations have seen their income increase. "This not only improves their welfare directly, but also creates a multiplier effect in the local economy, where income earned by one sector triggers an increase in expenditure and income in other sectors" (Informant Interview Results, 2024).

Airline companies serving routes to South Sulawesi have experienced an increase in income from tickets purchased by tourists. Apart from that, ferries connecting islands and marine tourism destinations have also experienced a surge in income in line with the increasing number of tourists. Land transportation such as buses that transport tourists from the airport to accommodation and tourist destinations also feel this positive impact. All this benefits not only large transport companies, but also local operators who provide transport services to tourists.

Taxi drivers and vehicle rental operators in tourist destinations benefit directly from the increasing number of tourists. Tourists often need local transportation to explore tourist destinations, visit interesting places, and get around the area. Taxi drivers operating around airports, ports and hotels earn additional income from fares paid by tourists. Likewise, vehicle rental operators, such as motorbikes or cars, provide alternative transportation for tourists who want to explore the area more flexibly.

The economic effects of the transportation sector create a multiplier effect in the local economy. Income earned by one sector will trigger increased expenditure and income in other sectors. For example, income earned by taxi drivers can be used to purchase local goods and services, which in turn increases the income of traders and other service providers. Likewise, transportation companies that profit from tourists can reinvest their revenues in the form of improving services, purchasing new vehicles, or opening new routes, all of which contribute to regional economic growth.

Overall, the transportation sector plays a key role in supporting the tourism industry in South Sulawesi. As the number of tourists increases, income from transportation also increases, creating a positive cycle that strengthens the local economy. This shows the importance of investing in transport infrastructure and improving transport services to support the growth of the tourism sector and ensure wider economic benefits for local communities.

### **Accommodation**

Expenditure on accommodation is a significant component of the budget of tourists visiting marine tourism destinations in South Sulawesi. This sector plays an important role in supporting the local economy, especially through the various forms of accommodation available, such as hotels, resorts, homestays and other accommodation.

Many local residents are taking advantage of opportunities in the tourism sector by opening small and medium accommodation businesses such as homestays and guest houses. This business not only utilizes their homes but also utilizes local social and cultural capital to attract tourists. The income generated from this business directly improves the welfare of the family running it. Lodging businesses often provide a more personal and authentic experience for tourists, which is their main attraction.

Apart from small businesses, there is also investment in the construction of larger resorts and hotels. The owners of these businesses are often local investors or a combination of local and foreign investors. The

existence of these resorts and hotels not only provides high quality accommodation services but also increases income through additional activities such as restaurants, spas and other recreational facilities. Income from this sector significantly contributes to the local economy.

The operation of hotels, resorts, homestays and other accommodation requires quite a lot of labor. Available positions include receptionist, cleaning staff, chef, waiter, manager, and various other support roles. These employment opportunities provide a steady income for many local residents, helping to reduce unemployment rates and improving their standard of living.

Many lodgings provide training to their employees to ensure the service provided is of high quality. This training not only improves the skills of the workforce but also increases their competitiveness in the job market. With better skills, local workers have a greater chance of getting better jobs or even opening their own businesses in the future. As explained by:

"Income from overnight tourists does not only flow to innkeepers, but also spreads widely to various local business actors, including farmers, fishermen and craftsmen. This really helps strengthen the regional economy as a whole and improves our welfare as a local community" (Informant interview results, 2024).

Lodging also contributes to the local economy through purchasing goods and services from local providers. For example, many hotels and resorts buy food ingredients from local farmers, use the services of local craftsmen for maintenance and repairs, and buy handicraft products as decorations or souvenirs. This creates a multiplier effect in the economy, where the money spent by the accommodation circulates back into the local community.

The existence of accommodation triggers the need for various supporting services such as transportation, laundry and security. These businesses are often run by local residents, meaning that they also benefit economically from the tourism industry. With continued demand from accommodation, these supporting businesses can develop and provide better services.

Investments in lodging construction are often accompanied by improvements to basic infrastructure such as roads, electricity and clean water systems. While the primary aim is to support tourism, these infrastructure improvements also provide long-term benefits for local communities, who can enjoy better access and a higher quality of life.

Many hotels and resorts have also built public facilities such as parks, play areas and sports venues that can be used by the local community. These facilities not only increase tourist attraction but also provide direct benefits to local residents.

Many accommodations, especially homestays and guest houses, promote local culture to their guests. They often include cultural elements such as traditional architecture, specialty foods and cultural activities in their services. This helps preserve and promote local culture, as well as providing additional income through the sale of cultural products.

Lodgings managed by local communities often have community empowerment programs, such as skills training, community development programs, and environmental conservation initiatives. This not only improves the quality of life but also builds community capacity to participate more actively in tourism development.

The accommodation sector in the marine tourism industry in South Sulawesi has a very significant economic impact on local communities. With increased income, job creation and the resulting secondary economic impact, this sector has become one of the main pillars of the local economy. Apart from that, positive social and cultural impacts also help improve the quality of life and preserve local culture. Therefore, developing a sustainable and inclusive accommodation sector is essential to ensure that economic and social benefits continue to be felt by local communities.

## **Consumption**

One important aspect of tourist expenditure while in a tourist destination is food and drink consumption. Tourists who visit South Sulawesi spend money on eating and drinking, both in restaurants, food stalls, cafes and from local food traders. This expenditure provides significant direct economic benefits for various business actors in the culinary sector, strengthening the local economy and supporting the sustainability of small and medium businesses.

Restaurants and food stalls in South Sulawesi, which offer a variety of cuisines, from traditional dishes to international menus, are experiencing an increase in income from tourist visits. Restaurants that offer regional culinary experiences, such as Coto Makassar, Konro, and Ikan Bakar, are favorite destinations for tourists who want to taste the delights of local cuisine. The income generated from tourist consumption not only benefits restaurant owners, but also has a positive impact on employees and local food suppliers, creating jobs and supporting regional economic growth.

Cafes and small eateries also benefit from increased tourist visits. Many tourists are looking for unique and comfortable places to relax while enjoying coffee or local snacks. Cafes that highlight a typical South Sulawesi atmosphere with traditional decorations and menus inspired by local ingredients are a magnet for visitors. Revenue from these cafes not only helps sustain the business, but also drives innovation in the products and services offered, thereby continuing to attract tourist interest.

Local food traders, such as market snack sellers, street food sellers, and traders in traditional markets, also feel the positive impact of tourist consumption. Tourists looking for an authentic experience are often drawn to trying the street food sold by local vendors. Income from the sale of this food flows directly into the hands of the traders, helping them improve their family welfare and improve their economic conditions. Apart from that, the presence of tourists who buy food from local traders also helps preserve regional culinary and cultural traditions, which is an additional attraction for tourist destinations.

Overall, tourist consumption provides a significant economic boost for South Sulawesi. Income generated from the culinary sector helps drive the wheels of the local economy, supports the sustainability of small and medium businesses, and creates a multiplier effect in various related sectors. With increased tourist visits and spending on food and drink, regional economies can continue to grow and develop, providing sustainable benefits for local communities.

## **Souvenir Sales**

Purchasing souvenirs and souvenirs by tourists is an important source of income for local residents in South Sulawesi. Tourists who visit this area are often interested in bringing home distinctive and unique mementos from their travels. Products such as handicrafts, traditional clothing, accessories and typical food are sought after by tourists. Handicraft industries and souvenir shops managed by local communities gain direct economic benefits from these sales, which in turn also play an important role in promoting and preserving local culture.

Handicrafts produced by local craftsmen are often a major attraction for tourists. Products such as traditional weaving, wood carvings, wickerwork and typical South Sulawesi jewelry not only have high aesthetic value but also reflect the craftsmanship and cultural heritage of the local community. Tourists who purchase these handicrafts contribute directly to the income of the craftspeople, who are often small family or community businesses. This income helps improve the welfare of craftsmen and encourages the younger generation to continue preserving traditions and skills that have been passed down from generation to generation.

Souvenir shops spread across various tourist destinations in South Sulawesi also feel the positive impact of purchasing souvenirs by tourists. These shops sell a variety of products ranging from traditional clothing such as Bugis sarongs and bodo clothes, to accessories, and regional specialties such as chips and sweets. The existence of this souvenir shop not only provides income for the shop owner, but also creates jobs for local

people who work as shopkeepers, product makers and business managers. Income from souvenir sales helps drive the local economy and provides broader economic opportunities for the community.

Apart from economic benefits, souvenir sales also play an important role in promoting local culture to tourists. Each souvenir product often has a story or cultural meaning behind it, which helps tourists better understand and appreciate the rich culture of South Sulawesi. For example, motifs in traditional weaving or wood carvings often contain symbols that reflect the philosophy of life and values of local communities. By bringing home these souvenirs, tourists indirectly become cultural ambassadors who help spread knowledge and appreciation of South Sulawesi culture in their home region.

Overall, souvenir sales have a significant impact on the economy and cultural preservation in South Sulawesi. The income obtained from this sector helps improve the welfare of local communities, supports the sustainability of handicraft businesses and souvenir shops, and promotes regional cultural riches to the outside world. By continuing to develop and promote local products, South Sulawesi can ensure that the economic and cultural benefits of tourism can be felt sustainably by the local community.

### **Social Impact of Marine Tourism Objects on Local Communities**

Marine tourism in South Sulawesi not only has a significant economic impact but also brings profound social change to local communities. The social impact of developing marine tourism destinations covers various aspects of community life, including improving quality of life, community empowerment, cultural preservation, and strengthening social networks.

#### **Improved Quality of Life**

Marine tourism in South Sulawesi has had a significant positive impact on improving the quality of life of local communities. One of the most obvious impacts is increased income. With the development of marine tourism destinations, many new job opportunities are opening up. Local people can be directly involved in the tourism industry as tour guides, sea transportation operators, or accommodation and restaurant managers. Apart from that, supporting sectors such as culinary businesses, handicrafts and other service providers also gain economic benefits from the presence of tourists.

#### **Access to Health and Education Services**

With increasing income from the tourism sector, local communities in South Sulawesi have more resources to access better health and education services. Marine tourism has opened up significant economic opportunities, so that people can improve their overall standard of living.

Higher incomes allow local families to invest in their children's education. This means more children can continue their education to a higher level, such as high school or even college. This increase in education is very important because it opens up wider job opportunities in the future and encourages social mobility. Children who receive a good education tend to have better knowledge and skills, which in turn improves the quality of human resources in the area.

In addition, increasing income also allows families to access additional educational services, such as private tutoring or skills courses. This gives children the opportunity to develop their talents and interests further, thereby enriching their learning experience and better equipping them to face future challenges.

In the health sector, higher incomes enable people to get better and faster medical services. They can access higher quality medical care, either through private clinics or better hospitals. This is important for dealing with various health problems that people may face, from minor illnesses to more serious medical conditions. With better access to health services, people can take better care of their health, thereby increasing their productivity and overall well-being.

In addition to the direct benefits of increased income, the government and private sector also often invest in the construction of health and education facilities in tourist areas. The government may establish new clinics or health centers, as well as improve existing facilities to meet the needs of both local residents and tourists. Likewise, schools may receive additional funding to improve infrastructure and quality of teaching. This

investment not only improves the quality of services available but also ensures that the facilities can accommodate the increasing number of users caused by the growth of the tourism sector.

Private parties, such as hotel or resort entrepreneurs, also often contribute to improving health and education facilities. They may set up clinics or health centers near their properties to provide medical services to guests and the local community. Additionally, they may also invest in training and education programs for their employees, which in turn improves the skills and knowledge of local communities.

Overall, the increased access to health and education services resulting from the development of the tourism sector has had broad positive impacts on local communities. With more resources and investment flowing into the area, the community's quality of life improves significantly, creating a stronger foundation for future growth and prosperity.

### **Improved Living Standards**

Additional income from the tourism sector provides a great opportunity for local communities in South Sulawesi to improve their overall standard of living. The rapidly growing tourism sector generates various additional sources of income that people can use to improve various aspects of their lives. This increase in living standards includes various dimensions, such as home improvements, access to better goods and services, and increased purchasing power which overall contributes to the welfare of society.

One of the direct impacts of increased income due to tourism is improved housing conditions. Local communities who previously lived in modest or inadequate housing conditions now have additional resources to renovate or repair their homes. These repairs can cover various aspects, from repairing building structures, painting walls, repairing roofs, to improving facilities in the house such as sanitation, electricity and clean water systems.

Home improvements not only improve the comfort of a residence, but also have a long-term positive impact on the health and well-being of home residents. A better home with adequate facilities helps maintain health, reduces the risk of disease, and creates a safer and more comfortable living environment.

With increasing income from the tourism sector, local communities have more opportunities to access better goods and services. Increased purchasing power allows them to purchase items that might previously have been unaffordable, such as quality clothing, modern household appliances, or more nutritious food.

In addition, people can take advantage of various better services, including health, education and transportation services. For example, they may be able to choose to use higher quality health services, enroll in a better private educational institution, or use more comfortable and safe transportation. Access to these goods and services contributes to improving the quality of life and provides people with a variety of options to meet their needs and desires.

Additional income from tourism also increases people's purchasing power. Higher purchasing power allows people to purchase goods and services that were previously unaffordable. They can allocate funds for daily needs more freely, as well as save or invest in various economic opportunities.

This increase in purchasing power also encourages local consumption, which in turn supports the growth of small and medium businesses in the area. These businesses, such as food stalls, craft shops, and local service providers, benefit from increased demand, which helps them expand and create more jobs.

Overall, improvements in living standards contribute to the social and economic well-being of society. With home improvements, better access to goods and services, and increased purchasing power, local people can enjoy a better and more prosperous life. Social well-being also increases because people have more opportunities to participate in community activities, attend social events, and enjoy quality time with family.

Improving living standards also has positive long-term impacts, such as improving the quality of life for future generations. When people have better access to education and health, they can provide a better legacy for their children, which in turn contributes to the development of stronger, more competitive communities.



In addition to individual benefits, improvements in living standards also have a positive impact on the community as a whole. More prosperous communities tend to be more involved in social and community

activities, participate in community development programs, and support local initiatives. This creates a more harmonious social environment and supports joint efforts for sustainable regional development.

For example, in several marine tourism areas in South Sulawesi such as Tanjung Bira and Kodingareng Island, local communities have experienced significant improvements in their living standards. With increasing tourist visits, many residents have started running businesses such as homestays, food stalls and diving equipment rentals. The additional income from these businesses allows them to improve homes, purchase new goods, and improve the services they offer to tourists, creating a positive cycle that supports local economic development.

Overall, the increase in living standards resulting from the tourism sector provides broad and profound benefits for local communities in South Sulawesi. With good and sustainable management, the tourism sector can continue to act as the main driving force for improving the quality of life of the community and better regional development.

### **Community Empowerment**

Community empowerment is one of the significant positive impacts of developing the marine tourism sector in South Sulawesi. This process involves systematic efforts to increase the capacity of individuals and groups in society, so that they can play an active role in economic, social and cultural development. This empowerment covers various aspects, including improving skills, participation in decision making, and strengthening the capacity of local organizations. The following is an in-depth explanation of the various dimensions of community empowerment that occur as a result of marine tourism development.

#### **Capacity and Skills Improvement**

Maritime tourism in South Sulawesi not only provides direct economic benefits, but also encourages local communities to increase their capacity and skills in various fields. This process plays an important role in expanding employment opportunities and improving the quality of services available to tourists. The following is an in-depth explanation of how tourism promotes improving the skills of local communities and its impact on them.

#### **Customer Service**

One of the main aspects of tourism is customer service. Good customer service is a key factor in creating positive experiences for tourists and encouraging them to return or recommend a destination to others.

**Customer Service Training:** Customer service training programs teach residents how to interact with travelers in a friendly, professional, and efficient manner. This training covers communication skills, complaint handling, and good service etiquette. These skills help communities to provide satisfactory services to tourists, which in turn improves the reputation of tourism destinations.

**Interpersonal Skills:** This training also trains people in interpersonal skills such as empathy, patience, and listening skills. These skills are important for building good relationships with travelers, dealing with challenging situations, and creating enjoyable experiences.

#### **Business Management**

The tourism sector encourages local communities to develop skills in business management, which is essential for the success of tourism businesses such as homestays, restaurants or travel agencies.

**Business Management Training:** This program provides knowledge about various aspects of business management, including business planning, financial management, marketing, and administration. This training helps local communities develop solid business plans, manage budgets, and market their products or services to tourists.

**Managerial Skills:** This training also covers managerial skills such as team management, strategic planning, and problem solving. These skills are important for managing day-to-day operations, overcoming challenges, and planning business growth.

## **Foreign Language**

Foreign languages are an important skill in tourism, because tourists come from different parts of the world with different languages. Local people who can communicate in foreign languages have a competitive advantage in the tourism industry.

**Foreign Language Training:** Foreign language training programs, such as English, Japanese, or Mandarin, help local people to communicate with tourists from different countries. These language skills include the ability to speak, write and understand a foreign language, as well as knowledge of tourist culture and habits.

**Improved Language Skills:** Foreign language training expands employment opportunities in tourism, such as as a tour guide, hotel staff, or translator. Foreign language skills also open up opportunities to establish international relationships and expand markets for local products and services.

## **Technical Skills Development**

Apart from non-technical skills, marine tourism also encourages the development of technical skills that support the operations of tourist destinations.

**Technical Skills:** These technical skills include boat maintenance, diving, and guiding for marine activities such as snorkeling or surfing. Training in these skills helps local communities to provide safe and quality services for tourists involved in maritime activities.

**Safety and First Aid Training:** This training program teaches basic skills in marine safety, first aid, and emergency management. These skills are important for keeping tourists safe and handling emergency situations that may occur during tourism activities.

## **Increased Environmental Awareness**

Increasing environmental awareness is one of the main positive impacts of developing marine tourism in South Sulawesi. The marine tourism sector, which involves activities such as snorkeling, diving and beach tourism, provides opportunities for local communities to better understand and appreciate their natural environment. This awareness not only leads to conservation actions, but also strengthens the relationship between humans and nature. The following is an in-depth explanation of how marine tourism increases environmental awareness and its impact on society and the environment.

## **Conservation and Environmental Preservation in Marine Tourism**

Environmental conservation and preservation is a very important aspect in the development of marine tourism in South Sulawesi. Awareness of the importance of protecting the natural environment is increasing along with the growth of the marine tourism sector. Conservation programs involving local communities not only help maintain the natural beauty which is the main attraction, but also support the sustainability of tourism itself. The following is an in-depth explanation of how marine tourism encourages conservation and environmental preservation efforts, as well as its impact on society and the ecosystem.

## **Beach Cleaning and Waste Management**

Beach cleaning is one of the most direct and effective conservation activities to maintain the cleanliness and beauty of beaches frequently visited by tourists.

## **Beach Cleanup Program**

**Regular Cleanup Activities:** Beach cleanup programs involve the regular removal of rubbish from beaches, either by volunteer groups, conservation organizations, or government agencies. These activities often involve local communities, tourists, and school groups.

Plastic Waste Reduction Campaign: This campaign aims to reduce the use of single-use plastic and promote more environmentally friendly alternatives. This campaign involves educating people about the effects of plastic waste on the marine environment and promoting the use of recyclable materials.

**Waste Recycling Program:** This program teaches people how to recycle waste collected from beaches, as well as ways to separate recyclable waste from non-recyclable waste.

### **Impact of the Beach Cleanup Program**

**Beach Cleanliness:** Regular beach cleanings help keep beaches clean of litter, which is important for the health of marine ecosystems and the comfort of tourists.

**Public Awareness:** Beach clean-up activities and waste reduction campaigns raise public awareness about the impact of plastic waste on the environment and teach good waste management practices.

**Coastal Ecosystem Welfare:** Effective waste management helps maintain the quality of coastal habitats for various marine species and avoid pollution.

### **Increased Tourist Awareness**

Maritime tourism also plays a role in increasing environmental awareness among tourists. Environmentally friendly tourism activities and educational programs for tourists have several objectives; (1) Educational Programs for Tourists: Tourists are often provided with information about how they can contribute to environmental conservation during their visits. This includes guidance on ways to reduce their negative impacts, such as not touching coral reefs, not feeding wild animals, and disposing of rubbish appropriately; (2) Educational Tourism Experiences: Activities such as ecosystem tours, visits to conservation centers, and observation of protected marine life provide educational experiences that increase tourists' awareness of the importance of protecting the marine and coastal environment.

The social impact of marine tourism in South Sulawesi on local communities is very broad and varied. One of the most obvious impacts is improving the quality of life. The additional income generated from the tourism sector allows local communities to access better health and education services, improve living conditions, and increase their purchasing power. These improvements directly contribute to community welfare and provide opportunities for a more decent and comfortable life.

Apart from that, marine tourism also plays a major role in community empowerment. Through various tourism-related training and education, local people can develop new skills in areas such as customer service, business management and foreign languages. These skills not only open up new job opportunities but also give local communities the ability to manage their own tourism businesses, thereby encouraging economic independence and reducing dependence on traditional sources of income.

Maritime tourism in South Sulawesi also encourages increased environmental awareness among local communities. Awareness of the importance of preserving the marine and coastal environment is increasing along with the development of tourism. Conservation programs, such as beach cleanups and coral reef preservation, often involve active participation from local communities. In addition, environmental education organized for tourists helps increase public understanding of the importance of nature conservation, which ultimately contributes to long-term conservation efforts.

Cultural preservation is also a positive impact of marine tourism in South Sulawesi. Local culture, including maritime traditions and handicrafts, is getting more attention and maintaining its sustainability because it is part of the tourist attraction. Tourism encourages people to preserve and promote their cultural heritage, both to domestic and international tourists. Thus, marine tourism helps strengthen the cultural identity of local communities and provides significant added value to these tourist destinations.

However, to ensure that these positive impacts remain sustainable, it is important to manage tourism carefully. Involving local communities in decision making regarding tourism development is key to ensuring that the benefits are felt equally. In addition, promoting sustainable and responsible tourism practices is very important to preserve the nature and culture that are the main attractions of this destination. Through an inclusive and sustainable approach, marine tourism in South Sulawesi can continue to develop as a source of economic and social strength that enriches the lives of local communities, while preserving nature and culture.

## CONCLUSION

Marine tourism provides broad and varied social benefits. One of the most obvious impacts is improving the quality of life of local communities. The additional income generated from the tourism sector allows people to access better health and education services, improve living conditions, and increase their purchasing power. This increase directly contributes to community welfare and provides opportunities for a more decent and comfortable life. Apart from that, marine tourism plays a major role in community empowerment. Through various tourism-related training and education, local communities can develop new skills in the areas of customer service, business management and foreign languages. These skills not only open up new job opportunities but also give local communities the ability to manage their own tourism businesses, encourage economic independence, and reduce dependence on traditional sources of income.

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