



The Role of Local Government in Developing Coastal Tourism Potential in Maros Regency

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Abstract

This study aims to determine the roles of the Regional Government, namely the Department of Culture and Tourism, and the Village Government, in developing coastal tourism potential in Maros Regency. The research method used is a qualitative descriptive study, namely a study to obtain an overview, understand and explain research data based on the results of observations, in-depth interviews, documentation, online data, and literature studies. The description of the research results is adjusted to three indicators of government roles: regulator, dynamic, and facilitator. The results of this study explain the roles carried out by the Department of Culture and Tourism, the Ampekale Village Government, and Nisombalia Village in developing coastal tourism in their respective villages.

Introduction

The coast is the boundary between sea and land. As a divider, coastal areas are often the site of various activities, ranging from community activities to activities related to nature.

Coastal areas in Maros Regency have potential that must be developed in order to realize community welfare. This coastal area is located to the west of Maros City, so it is far from the city center and community and government activities in general. Marusu District has high potential to be used as a tourist attraction, namely the white sandy beach located in Nisombalia Village which is known as "Kuri Caddi Beach", but based on the supporting criteria it is said to be a tourist attraction that is still very far from being feasible.

There are several local tourists who visit Kuri Caddi Beach based on observations and also internet searches which give an unfavorable impression regarding its accessibility and facilities. Its location which is quite far from the city center makes it even more difficult for tourists to reach. Even though the attraction offered is very high.

The next coastal tourism potential that is worth paying attention to is the coastal area in Bontoa District, namely the Mangrove Forest. Mangrove forests are forests that grow in tidal areas, especially on protected beaches, lagoons and river estuaries that are flooded at high tide and free from puddles at low tide, with plant communities that are salt-resistant. Bontoa District has a mangrove forest area of 92.60 ha or around 20.23% of the mangrove forest area in Maros Regency. Different from other sub-districts, mangrove forests in Bontoa District are spread

along the coastal area of Bontoa District. High density mangrove forests are widespread in Bontoa District with a distribution area of 64.97 ha or 70.16% of the distribution of mangrove forests in Maros Regency. The potential of Mangrove Forests in Bontoa District can be categorized as tourism potential through proper development and management.

The development of coastal tourism areas must always start with an approach to local communities as a model of a participatory planning approach that allows coastal communities to share, improve and analyze their knowledge about marine and coastal life, make plans and act. Community-centered development emphasizes empowerment, which views community potential as the main resource in development and views togetherness as a goal that must be achieved in the development process.

The role of government officials is optimal and in-depth in order to build society, therefore the role of government officials referred to by Yusuf (2014) is:

- a. Government as regulator
- b. Government as a dynamist
- c. Government as facilitator

This research aims to analyze the role played by the Regional Government, especially the Culture and Tourism Service and the Village Government in developing coastal tourism potential in Maros Regency. Researchers are interested in discussing the roles carried out by several agencies that are related to the development of coastal tourism in Maros Regency.

Method

The research location was carried out in Maros Regency, namely at the Maros Regency Culture and Tourism Office, Nisombalia Village, and Ampekalle Village. The research method used is descriptive qualitative. The qualitative descriptive data analysis method in qualitative studies is useful for developing theories built from data obtained in the field. Qualitative research methods in the initial stages are carried out by researchers by conducting exploration, then collecting data in depth, starting from observation to preparing reports.

Researchers collect data related to research through interviews, literature reviews, and so on. When collecting data, researchers are careful in recording data so that it is not mixed with the researcher's thoughts. The data collected is relevant data, so that the increase in tourist visits in Maros Regency can be explained clearly in the research results in the form of conclusions.

Results and Discussion

The Role of the Department of Culture and Tourism of Maros Regency

Government as a regulator means that the government, as the implementer and driver of society, must provide direction to balance the implementation of development by preparing and establishing regulations for the community. These regulations are intended to improve effectiveness, create order, and support tourism development. In this role, the government provides basic guidelines that are understood by the public as directions for regulating matters related to community empowerment activities.

The Department of Culture and Tourism, which plays a role in this development, already has regulations as a reference for developing tourism potential. This is in accordance with Regional Regulation of Maros Regency Number 11 of 2012 concerning the Organization and Working Procedures of the Department, Chapter XIV Article 14.

Paragraph (5) states that the Tourism Destination Development Division, as referred to in paragraph (1) letter e, consists of: a. Tourism Facilities and Infrastructure Section; b. Tourism Business Services Section; and c. Tourism Object and Attraction Management Section.

Paragraph (6) states that the Marketing, Cooperation, and Community Empowerment Division, as referred to in paragraph (1) letter f, consists of: a. Tourism and Cultural Event Promotion and Development Section; b. Tourism Cooperation and Investment Development Section; and c. Community Empowerment and Participation Section.

The implementation of the role of the Department of Culture and Tourism in developing coastal tourism is part of the implementation of the Tourism Division, particularly the Tourism Destination Development Section. This is in accordance with Maros Regent Regulation Number 83 of 2016 concerning the Position, Organizational Structure, Duties, Functions, and Working Procedures of the Regional Apparatus of the Department of Culture and Tourism of Maros Regency.

The role of the government as a dynamizer is to encourage community participation when problems occur in the development process, in order to advance and maintain the dynamics of regional development. In this role, the government provides intensive and effective guidance and direction to the community. The government as a dynamizer functions to provide effective and comprehensive guidance to the community without considering differences or social status within society.

The Department of Culture and Tourism of Maros Regency has carried out several activities involving local community participation in order to realize sustainable coastal tourism in Maros Regency. Several activities that have been implemented include the following.

This program was held on 25–30 September 2019. A total of 10 village heads participated in this program. The participation of the Village Head of Ampekale and the Village Head of Nisombalia was encouraged by the tourism potential in their respective villages, namely Kuri Caddi Beach in Nisombalia Village and Mangrove Forest Tourism in Ampekale Village. This was directly confirmed by the village governments of each potential tourism location.

In carrying out community empowerment for tourism development, the Tourism Destination Development Section collaborated with several parties, particularly village governments, in conducting training for preparation toward tourism villages. This activity directly involved the local community.

Table 1. Tourism Development Training

Training	Date and Location	Description
Tourism Destination Management Training	5 November 2019 at Grand Town Hotel, Maros	Participants included the Village Governments of Nisombalia and Ampekale
Homestay Development Training	12 November 2019 at Grand Town Hotel, Maros	Participants included the Village Governments of Nisombalia and Ampekale

Source: Primary Data, 2019

The Tourism Destination Development Section has shown serious efforts in developing tourism destinations to optimize the potential of coastal tourism. This can be seen from the inclusion of Nisombalia Village and Ampekale Village in comparative studies, as well as from the development of tourism villages in each village through training that provides guidance and prepares each village for tourism development. The Village Governments of Ampekale and Nisombalia each have their own development concepts and have established Tourism

Awareness Groups, known as Pokdarwis. Through the formation of Pokdarwis, concrete actions are expected in the future development of Mangrove Forest Tourism and Kuri Caddi Beach. These groups are expected to assist the villages in tourism development. The members of each Pokdarwis are local village residents who are expected to become the initial managers of tourism in their respective areas.

The role of government as a facilitator is to create conducive conditions for development implementation. The government also functions as a bridge between the interests of the government and the community, and vice versa, in optimizing regional development activities. As a facilitator, the government must act as an agent capable of creating and providing facilities that meet community needs in a safe, comfortable, and orderly environment. The Village Governments of Ampekale and Nisombalia have received various forms of assistance for the development of facilities and infrastructure, especially road facilities, which are frequently complained about by tourists. The improvement of facilities and infrastructure has become a major focus of support in tourism development. In addition, the village governments at each tourism location have also coordinated well with the Department of Public Works and Spatial Planning regarding the improvement of accessibility to tourism sites.

Table 2. Development of Mangrove Forest Tourism in Ampekale Village

Institution	Development
Ampekale Village Government	Construction of one 50-meter pier in 2019
PT Angkasa Pura I	Construction of one approximately 50-meter pier in 2017–2018
Department of Public Works and Spatial Planning	Road widening and asphalt paving up to the coastal area in December 2019
Ministry of Marine Affairs and Fisheries	Construction of one pier, concrete paving of alley roads, and construction of one public toilet in 2017

Source: Primary Data, 2020

The Village Government of Nisombalia has also shown its commitment to road development in the village by allocating a budget stipulated in the 2020 Village Revenue and Expenditure Budget of Nisombalia Village.

Conclusion

The local government, in this case the Department of Culture and Tourism, has carried out its role in developing coastal tourism potential, namely Kuri Caddi Beach and the Bontoa Mangrove Forest. This is proven by the fulfillment of three main indicators for implementing the government's role, namely, the government as a regulator, dynamist and facilitator. The Department of Culture and Tourism has carried out the delivery of comparative studies to village heads in each tourist location village. Apart from that, the Culture and Tourism Service also provides guidance and training for implementers or village governments who will manage coastal tourism. There is intense collaboration between the Culture and Tourism Department and the Ampekale Village and Nisombalia Village Governments so that each tourist location has a development concept and forms a Tourism Awareness Group (Pokdarwis). The village government is also making improvements to facilities and infrastructure as the main support in developing tourism development. Apart from that, the village government at each tourist location also coordinates well with the Public Works and Spatial Planning Department regarding increasing accessibility to tourist locations.

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