

THE DETERMINANT FACTORS OF COMMUNITY PARTICIPATION IN TOURISM IN DUTUNGAN ISLAND OF BARRU REGENCY

FAKTOR-FAKTOR DETERMINAN PARTISIPASI MASYARAKAT DALAM PARIWISATA DI PULAU DUTUNGAN, KABUPATEN BARRU

**Ilham Junaid*

Politeknik Pariwisata Makassar

Submitted: 12-01-2021; Revised: 18-04-2021; Accepted: 19-04-2021

ABSTRACT

Understanding determinant factors in community participation is essential in encouraging community participation in tourism activities. However, community participation studies mainly focused on identifying community participation issues and reasons to advocate community participation. This research aims at 1) exploring factors that affect community participation in tourism, and 2) proposing strategies to encourage active participation by the local community. This paper employs a qualitative methodology conducted in 2019. The research reveals that community participation around Dutungan Island has three categories: supportive participation, micro business-based creation participation and passive participation. The determinant factors for community participation include; 1) private management of tourism attraction; 2) lack of collective awareness by the local community, and 3) lack of skills and knowledge in tourism. This paper proposes the importance of implementing community-based tourism village; strengthening cooperation between the owner or manager of Dutungan Island and the local community; and optimising Dutungan Island management's role to help the local people who reside the village. Dutungan Island's manager should be able to share profit to help the local people through social programs that may include training for the local people and providing investment for micro business. This paper provides insight into how to encourage community participation through the role of different stakeholders, including the island and the local community.

Keywords: *Dutungan island; Determinant factors; Community participation; Barru regency.*

ABSTRAK

Pemahaman tentang faktor-faktor determinan dalam partisipasi masyarakat sangat penting dalam mendorong partisipasi masyarakat dalam kegiatan pariwisata. Namun demikian, kajian mengenai partisipasi masyarakat hanya terfokus pada mengidentifikasi masalah dan alasan dalam mendorong pentingnya partisipasi masyarakat. Penelitian ini bertujuan untuk: 1) mengkaji faktor-faktor yang memengaruhi partisipasi masyarakat dalam kegiatan pariwisata; 2) mengusulkan strategi untuk mendorong partisipasi masyarakat lokal. Metode penelitian ini menggunakan pendekatan metode kualitatif yang dilaksanakan pada tahun 2019. Hasil penelitian menunjukkan bahwa partisipasi masyarakat dibagi ke dalam tiga kategori, yakni partisipasi dukungan, partisipasi pengelolaan usaha mikro, dan partisipasi pasif. Terdapat tiga faktor determinan yang berkaitan dengan partisipasi masyarakat,

*Corresponding author: illank77@yahoo.co.id.

Copyright© 2021 THE AUTHOR (S). This article is distributed under a Creative Commons Attribution-Share Alike 4.0 International license. Jurnal Kawistara is published by the Graduate School of Universitas Gadjah Mada.

yakni, 1) pengelolaan daya tarik wisata oleh pihak swasta; lemahnya kesadaran kolektif oleh masyarakat lokal; dan 3) lemahnya keterampilan dan pengetahuan masyarakat lokal tentang kepariwisataan. Penelitian ini mengusulkan pentingnya menerapkan kampung wisata berbasis masyarakat; penguatan kerjasama antara pemilik/pengelola Pulau Dutungan dan masyarakat lokal; dan mengoptimalkan peran pengelola Pulau Dutungan untuk membantu masyarakat lokal yang tinggal di sekitar Pulau Dutungan. Pengelola Pulau Dutungan seharusnya berperan aktif dalam membantu masyarakat melalui program-program sosial seperti, pelatihan bagi masyarakat dan penyediaan modal untuk pengelolaan usaha mikro baik yang berkaitan dengan pariwisata maupun yang mendorong kegiatan pariwisata. Penelitian ini berkontribusi secara ilmiah mengenai bagaimana mendorong partisipasi masyarakat melalui peran berbagai pemangku kepentingan, misalnya pengelola pulau dan masyarakat lokal.

Kata Kunci: *Pulau dutungan; Faktor-faktor determinan; Partisipasi masyarakat; Kabupaten barru.*

INTRODUCTION

Community participation has been the primary concern of most stakeholders in the world. Academics have also studied various issues of community participation such as the evolution of community participation (Xu, Jiang, Wall and Wang, 2019), the model for community-based tourism and community participation (Okazaki, 2008); constraints of community participation and their link to ecotourism development (Bello, Lovelock & Carr, 2017). However, community participation studies mainly focused on identifying community participation issues and reasons to advocate community participation. This paper studies determinant factors of community participation in the small village, where the island becomes the reason for tourists' visit. This paper contributes to understanding the local people's lack of participation and possible solutions to encourage more active participation of the local people.

Tourism becomes one of the choices of policymakers in most destinations in the world, including in Indonesia. One of the goals of tourism development is to encour-

age community prosperity. The central and regional governments in Indonesia as policy-makers have the duty and role in helping the community to benefit from tourism. The local community should work based on the principle of active participation, not just depending on the government. The government and the community as part of the stakeholders are the main actors in the development of tourism destination. Tourism also involves various groups of people who support each other for achieving the community's prosperity through active community participation. The expectation of most people in tourism destination is an increase in community income and employment opportunities (WTO, 2006).

Furthermore, the protection of natural and cultural resources is a significant concern of tourism stakeholders which then, ultimately attracts tourists to visit destinations (Sharpley, 2009). Community participation is one indicator for achieving sustainable tourism (Dewi, 2013; Hall and Brown, 2010; Lim and Cooper, 2009). Community participation is essential as the tourism industry will employ a community of destinations.

Indonesia has many islands that can attract people to visit for tourism purpose. For the local government and the local community in Barru Regency of South Sulawesi, Dutungan Island has been the icon of marine tourism (Rifandy, 2019). Foreign and domestic tourists have visited the island for various purposes, including recreational activities and research purpose. Several websites such as Barru, org; travellingyuk.com; nyero.id have included Dutungan Island as one of the regional assets in Barru Regency and is worth for tourists.

In line with the development of tourism potential in Barru Regency, particularly in Dutungan Island, the level of community participation should increase. The more visitors or tourists visit an island, the more positive economic impacts for the local people. The community should also be more prosperous. However, the people who inhabit the area around Dutungan Island tend not to get optimal benefits from tourism activities. Several community members have participated,

but studies are needed to explore the level of community participation. There are 2 (two) possibilities for community involvement around Dutungan Island, including, people who have not involved in tourism and communities who have utilized the existence of Dutungan Island to improve their welfare. Research related to community participation can provide information about the current condition of the community at the tourist attraction of Dutungan Island. Herman (2019) examines the tourism potential of Dutungan Island. The results showed that the tourism potential of Dutungan Island is in the 'high' category, which means that the island is worthy of being a tourist destination for recreational and tourist activities. However, this study did not examine community participation in tourism activities.

The focus of this research is to examine the main factors or determinants in encouraging community participation in tourism activities. Understanding the determinant factors in community participation will support the implementation of active community participation around tourist attractions. This paper aims at 1) exploring factors that affect community participation in tourism; 2) proposing strategies for encouraging community participation in tourism activities based on the determinant factors.

The existence of an island in a destination is one reason for the arrival of visitors or tourists. The island has underwater natural potential, providing economic value to the surrounding community (Taumoepeau and Pabel, 2018). However, along with the use of the island as a tourist attraction and treatment of irresponsible natural potential, the island's potential and its underwater world can be threatened with extinction. Natural potential cannot even provide sustainable economic benefits if unsustainable practices continue to occur. Therefore, the use of the island as a tourist attraction is a location for travel and provides benefits to the community and environmental preservation.

Island-based tourism or marine nature attracts tourists because of the activities offered,

for example, swimming, snorkelling, diving, surfing, sailing and fishing. These tourism activities can involve the community because of the provision of services offered by community members. However, to achieve this goal, the community should get more access to take advantage of the existence of the island for the benefit of the community.

Many rural areas have islands. Thus, the concept of island development as a tourism attraction relates to the utilisation of islands and villages as tourism resources. Tribe et al. (2000), offer the concept of an environmental management system to manage the tourism potential. Villages or islands can adopt the concept which serves as tourist attractions. According to Sharpley (2004), the right scheme for developing tourism potential with the environmental management system minimises environmental impact, utilising village areas or island areas for various functions, encouraging community participation, and encouraging educational processes for visitors and communities around the village or island.

Several approaches are useful for developing the island as a tourism attraction. Community-based tourism (CBT) is one approach that can be applied because the idea of this concept is the ownership, management and control of tourism projects that exist on an island by community members (Dodds, Dimanche and Sadowski, 2018; Simpson, 2008). Another approach is resort tourism, where local communities tend not to be involved maximally (Dodds, Dimanche and Sadowski, 2018; Domroes, 2008). This approach is relevant to support tourism on an island by completing supporting facilities. Opportunities for community members are minimal because the island manager largely determines management. Another approach is the government's involvement as an island manager with a participatory principle that involves various community groups (Ruiz-Ballesteros and Brondizio, 2013).

The author uses the term 'determinant factor' to emphasise implementing a concept for community engagement. When (2015) argues that the determinant factor has a casual

relationship with other factors. Determinant factors can be organic, environmental and situational (Saat, 2015). Besides, determinants may come from internal, external and contextual aspects (Priyanto, 2008; Mopangga, 2014). The determinant factors emphasise something more while internal and external factors influence the sustainability of activity in the community. This paper stresses determinant factors that affect the level of community participation around tourism attractions. The author argues that levels of community participation in tourism are varied in different destinations. Community participation in tourism is caused by the determinant factors originating from the community itself, the environment, and the management of the island of tourism attraction.

Community participation is beneficial to stakeholders in tourism destinations. Community participation can help tourism stakeholders to have views, knowledge, and capabilities in encouraging tourism development (Hall, 2000; Tosun, 2000). There are 3 (three) approaches in understanding and studying community participation (Bramwell and Sharman, 2000). This first approach considers that the participating communities are representations of community members in tourism destinations. Therefore, residents participating in tourism activities should show an increase. The second approach is the intensity of community participation. Some questions related to this approach are; 1) how often the community participates; and 2) what level of community participation both directly and indirectly is (Sharpley, 2004). The third approach is the consensus or agreement that occurs between community members regarding the level of community member participation (Richards and Hall, 2000; Ruhanen and Cooper, 2003).

Community participation is the main requirement for implementing regional tourism development strategies through the concept of sustainable tourism. Various types or forms of tourism adopted by stakeholders in tourism destinations have made public participation an essential element. Commu-

nity-based tourism, ecotourism, sustainable tourism, sustainable tourism development is examples of concept that emphasize the importance of community participation. Community participation is one indicator of the success of tourism in a destination.

Community participation is not only a concept but requires a strategy so that the implementation of the concept can be felt significantly by the community. The community engagement strategy in the field of tourism can be applied depending on the social conditions of the community. Soleimanpour (2012) proposes several community engagement strategies, as follows:

1. Providing excellent opportunities for community members to become manager of tourism businesses.
2. The policy of engaging the tourism industry by paying attention to the rights and obligations of the tourism industry.
3. Awarding plans for community members who are active in tourism development.
4. Procedures for providing mechanisms or stages that enable active community involvement.

Community involvement in tourism activities is inseparable from efforts to empower the community. Community empowerment is an inseparable part of community participation. Empowerment is community members or community groups' ability to manage and control the community's potential (Cole, 2006; Greer, 2010). Natural potential and personal potential should be developed, especially if the potential can encourage community members' realization of welfare.

This study applies a qualitative approach to understand the management of Dutungan Island as a tourist attraction and the present condition of the level of community participation. The relevance of qualitative research in studying social phenomena is the suitability of qualitative methods in responding to the social problems of an area. According to Phillimore and Goodson (2004), qualitative research has features or modes of data collection that enable researchers to understand the issues and social processes that occur in soci-

ety. Tourism is related to activities, events or phenomena related to social aspects.

The author conducted field research in 2019. A visit to Dutungan Island was carried out in 2 (two) periods to optimise the collection of research data. Information in this study is from interviews and research observations. The focus of the interviews was on 2 (two) community groups, namely Dutungan Island manager or staff working on the island and community members living around Dutungan Island. Six people participated in the research interviews: two domestic tourists, a manager of the island, a staff of the island, and two local people. They were chosen based on their willingness to participate in the research interviews. The author informed the informants about the purpose of the research.

The author interviewed the Dutungan Island staff based on three questions: what programs and activities that Dutungan Island management do to encourage community participation; what challenges that Dutungan island management face in managing the island as an attraction; what factors affect the community participation in tourism. Besides, the author interviewed community members with three main questions, including

1. what factors affect community participation in tourism,
2. what potential that community have to improve for community participation,
3. what programs and activities that the organizer of Dutungan Island have done to help the community.

The informants who participated in this study were the primary source of research data. Furthermore, secondary data in this study is information obtained through the internet or website. The author then analysed primary and secondary data by applying the principles of qualitative data analysis, namely data presentation, data analysis and concluding. Determination of data themes (thematic data) in this study becomes a reference in writing research results. The thematic analysis enables the author to identify and determine factors that affect community participation. It is the role of the researcher in understanding the

informants' point of view through interviews. Furthermore, taking note of the author's research observation is essential to determine community participation in tourism.

DISCUSSION

An Overview of Dutungan Island

Dutungan Island is administered in Barru Regency, South Sulawesi Province of Indonesia. The visitors or tourists who want to take a vacation can access the island quickly, located about 500 meters from the main street of Barru Regency. To access the regency from Makassar city, tourists should travel for 3 hours by land transportation. Dutungan Island Manager provides signposting on the axis of the highway in the District of Barru. Aside from being a way to promote Dutungan Island, the signposting is also a guide for the community and visitors who will enter the Dutungan Island area. The manager of Dutungan Island is an active person living in the island. He is originally from West Sulawesi and now lives in the island as current job. He is fourthies and is responsible for the management of Dutungan Island, including the supervision of staff. The employees are mostly from outside of South Sulawesi and not originally from the Barru Regency. Informants of the research are three men with their families live in the island. According to the informants, they invite family members to come to Barru Regency and work as employees of the island.



Figure 1.
Dutungan Island in Barru Regency
Source: Author, 2019.

Visitors need to pay a boat transportation fee of IDR 50,000 per person on weekends if they want to enter the island. There is a dock around village area, located about 5 minutes driving from main road of Barru Regency. The mechanism implemented by Dutungan Island manager is employing 1 (one) boat waiting around the ferry crossing. If the boat is on Dutungan Island, the visitor will wait. Someone or the community around the dock contacts the Dutungan Island manager to pick up visitors who will enter Dutungan Island. The journey from the pier to Dutungan Island takes 10 to 15 minutes.

Dutungan Island Manager has provided information to visitors who will enjoy the facilities. The information is the rules or regulations, including the price paid by visitors when enjoying Dutungan Island tourism facilities. The information is detailed as follows:

1. The tenant of the villa/gazebo must know, understand, and obey all rules and regulations.
2. Villa/gazebo tenants are required to keep an identity card.
3. Villa tenants must keep a deposit of 50% of the price of the villa/gazebo.
4. If the tenant exceeds the villa's capacity, then the tenant will be charged with IDR 30,000 / person.
5. Guests who set up tents are charged 30,000/ person.
6. In the event of damage to the rented villa, the tenant must replace the damage.
7. The price of a weekend ticket is IDR 50,000 (including rides) and an ordinary day of IDR 30,000.
8. Tickets are not included in the villa/gazebo facility.
9. Musical instruments such as Caiyya-Caiyya/Electon are subject to a transport fee of IDR. 200,000.
10. For groups that stay overnight are subject to a charge of IDR. 300,000.
11. Tenants of the villa/gazebo must leave at 12.00.
12. Room tenants are required to return the villa key when checking out.

13. Villa tenants are required to pay rent in advance.
14. The management of Dutungan Island is not responsible for the loss of visitors' self-belongings.

COTTAGE	LIST PRICE	CAPACITY	KET.
Gazebo I	200.000	Max 8 Person	Per Hari
Gazebo II	200.000
Gazebo III	200.000
Gazebo IV	200.000
Gazebo V	200.000
Kamboja I	650.000	Max 5 Person
Kamboja II	650.000
Kamboja III	650.000
Bougenville A	250.000
Bougenville C	250.000
Bougenville D	250.000
N Bougenville A	500.000
Asoka I	350.000
VIP	1.700.000	Max 12 Person
Angrek I	1.200.000	Max 8 Person
Angrek II	1.200.000
Angrek III	1.200.000
Edelweis I	900.000	Max 4 Person
Edelweis II	900.000
Edelweis III	900.000
Edelweis IV	900.000
Edelweis V	900.000
Edelweis VI	900.000
Extra Bed	100.000	1 Person
K.M. Snorkel	30.000	Per 1 Jam

N/B: Check out jam 12:00

Figure 2.

Tourist facilities and prices on Dutungan Island
Source: Author, 2019.

Dutungan Island is located in Kelurahan Palanro (Village of Palanro) in Malluse-tasi, about 48 km driving from Barru city. Dutungan Island has an area of around 9 hectares with white sand. Dutungan Island has become a tourist location for local visitors and even foreign tourists who need a relaxed atmosphere while enjoying marine tourism facilities, the beauty of the island, and sea rides such as banana boats. To access the island, it takes about 3-4 hours drive from Makassar city and about 30-40 minutes from the city of Parepare. In carrying out tourism activities, the manager applies various price for each facility provided. Figure 2 is an example of tourist facilities and their prices. As an independently managed island, pricing is a manager's policy because the private sec-

tor operates all facilities and maintenance. Dutungan Island has become a tourist area where the owner operates according to his/her decision. The manager regulates all arrangements relating to tourism activities on Dutungan Island with limited involvement of the surrounding community. People who live around the island can only provide tourism services outside the Dutungan Island area. Dodds, Dimanche and Sadowski (2018) argue that island manager adopts resort tourism and less involvement of the local people.

Determinant Factors of Community Participation in Tourism

Although community participation is essential in a destination, the concept has not well implemented. This paper has utilised qualitative information from interviews, participant observation and information from the internet (secondary data). Following this, the author argues that community participation has 3 (three) parts, including community participation in nature that supports tourism activities; participation as a micro-based business entity; and passive participation. Some community members have become part of tourism activities by serving as attendants at the entrance and serving visitors who will cross into Dutungan Island. The number of people in this category is minimal. The author managed to communicate with one of the ticket clerks supporting the tourism community on Dutungan Island. There are community members who sell around the crossing area where visitors can buy snacks and drinks before crossing. In general, the third community group is passive participation, a category of not participating in tourism activities. There is a tendency that community in this group is just doing their daily activities without thinking tourism as an economic opportunity. They prefer to work as fishermen and trading although they probably have potential to get involved in tourism activities. Furthermore, tourists' activities in Dutungan Island may include swimming and snorkelling, enjoying the beauty of white sand and the surrounding area, camping, and relaxing

with family members. Such activities require facilities and services provided by the staff. However, the local people have not participated because the island manager has employed staff.

There are three determinant factors affect community participation on Dutungan Island. The first factor is the role of the manager or owner of Dutungan Island. Management of Dutungan Island has been submitted to the private sector or individuals to manage all activities related to management independently by the private sector. For the community around Dutungan Island, the island owned by individuals or private, so the community's opportunities to participate in tourism is minimal. Current conditions indicate that the staff or employees who manage Dutungan Island come from outside Barru District. This management is unavoidable, considering that the private sector or island owner determines staffing or employee acceptance policies that provide visitors services. The dominance of management principles can limit the community's desire to get involved as employees or staff on the island.

Several determinant factors affect community participation on Dutungan Island. The first factor is the role of the manager or owner of Dutungan island. Management of Dutungan Island has been submitted to the private sector or individuals to manage all activities related to management independently by the private sector. For the community around Dutungan Island, the island owned by individuals or private, so the community's opportunities is minimal. Current conditions indicate that the staff or employees who manage Dutungan Island come from outside Barru District. The majority of employees who work on Dutungan Island are from outside. This management is unavoidable, considering that the private sector or island owner determines staffing or employee acceptance policies that provide visitors services. The dominance of management principles can limit the community's desire to get involved as employees or staff on the island.

The second determinant factor is the weak collective awareness of community members who inhabit the area around Dutungan Island. The results of interviews with community members (residents) showed that the existence of Dutungan Island was not taken as an opportunity to create a business. There is a tendency that people, especially young people or teenagers, are reluctant to work and become servants on Dutungan Island. Young people around the village will be interested in looking for employment opportunities if a ship enters the quay around Dutungan Island. The work associated with the incoming ship is considered more valuable than working as staff at Dutungan Island. An informant argues that young people prefer to obtain direct financial benefits if they work with the incoming ship. Aquino, Lück and Schänzel (2018) offer the importance of innovative tourism entrepreneurship for the local people to improve tourism awareness. It is essential to help community participation in the coastal area.



Figure 3.
Rumah Empangku, located close
to Dutungan Island
Source: Author, 2019.

Collective awareness interpreted as a common understanding of the community of opportunities to utilise Dutungan Island as a tourist attraction. The arrival of visitors to Dutungan Island can be an opportunity for the community, not just working as staff on Dutungan Island. There are other opportunities for residents to open businesses other than as a tourism service provider on Dutungan Island. Dutungan Island has the poten-

tial of culture, nature, and hospitality that can be promoted as tourism potential, for example, tour packages. Collective awareness will be closely related to the community's desires and opportunities to create small and medium businesses in the field of tourism. Porter, Orams and Lück (2018) argue that people who live around coastal areas tend to lack direct benefits to tourism. Consequently, awareness of tourism significance is low.

People's skills and knowledge about tourism are crucial factors in increasing community participation. Lack of skills and knowledge is the third factor for community participation. People who live around Dutungan Island (Desa Palanro) need an understanding of the benefits of tourism. Community understanding of tourism businesses tends to be uneven. Other community members have done a business, close to Dutungan Island. The food stalls-based tourism business is called "Rumah Empangku" located about 1 kilometre from the parking lot of visitors to Dutungan Island. In the context of community participation, there have been efforts to create business opportunities with these businesses. The author argues that creative business can be created by people who live around the Dutungan Island tourist attraction. Creative business such as souvenirs shops is essential to improve the quality of tourists' experience.

Improving Community Participation in Tourism

The low community participation in tourism activities is the reason to encourage people to get involved in tourism activities. In general, people need additional income in addition to daily economic activities. This research recommends the importance of utilising the opportunities of Dutungan Island's existence and the visit of domestic and foreign tourists for recreational purposes. These objectives can be achieved by implementing the community participation strategy described as follows:

1. Village-based tourism community
2. Strengthening cooperation between the manager of Dutungan Island and community members.

3. Optimising the role of stakeholders together.
4. Dutungan Island manager's role to encourage community participation in tourism.

Community-based tourism villages are strategies to encourage community participation. The area around Dutungan Island has the potential to be developed as a tourist village. These potentials are as follows:

1. Traditional Bugis house architecture can be a driving force for visitors to the category of researchers to study people's lives from traditional homes.
2. Community activities as fishermen can also be an attraction because the rural atmosphere is still traditional.
3. In addition to visiting Dutungan Island, the community can offer accommodations in the form of homestays with the principle of service with a traditional feel.
4. Bugis culture can be a reason for guests to visit supported by the cultural activities of the people.
5. Communities around Dutungan Island can open community-based businesses, for example selling souvenir products intended for visitors who come.
6. Dutungan Island's location is not far from the central road axis so that the tourist village formed will be easily accessed by visitors. Entrance from the highway to the parking lot to Dutungan is about 500 meters. This close location affects the decision of visitors to visit Dutungan Island.



Figure 4.
Residents' Houses Before Entering the Dutungan Island Area in Barru Regency, the Potential to Become a Tourist Village
Source: Author, 2019.

To create a tourism village, strengthening cooperation between the manager of Dutungan Island and community members is needed. Strengthening cooperation in tourism is not only the task of a single community group but requires cooperation from various stakeholders (Junaid and Salim, 2019; Monypenny, 2008). At present, Dutungan Island's manager tends to walk alone with minimal support from the people who live around the island. Meanwhile, the community only witnessed the arrival of visitors who travelled on Dutungan Island. Strengthening cooperation among stakeholders through the following efforts:

1. Coordination between entrepreneurs (Dutungan Island) and community representatives is essential.
2. Determine the duties and roles of each or both parties. Dutungan Island Manager has to help the community. The community is to open businesses that are encouraging increased visits to Dutungan Island.
3. Implementation of cooperation is mutually agreed.

Communities around Dutungan Island need help and encouragement from various community groups in the Barru Regency region and outside the Barru Regency area. The local government and academics in Barru Regency are important actors in helping the community implement the tourism village and increase community participation in tourism activities (Junaid, 2016). The government plays an essential role in planning and implementing community empowerment programs by training tourism village management and tourism potential. Academics through educational institutions carry out community service programs through various forms of activities, one of which is through providing training.

Commitment from Dutungan Island manager is needed to help the community. Generally, people will be happy if they get the opportunity to create a business. When there is an opportunity to create or manage a business or business, the community will receive the assistance provided by Dutun-

gan Island's manager. Dutungan Island's manager has a moral responsibility to assist with corporate social responsibility (CSR) program. Since the island has been managed by the private sector, the Dutungan Island should be able to share their profit to help the local people through social programs. Social programs may be useful as part of the manager's efforts to contribute to community engagement. Social programs may include training for the local people, providing investment for micro business. González-Morales, Santana Talavera, and Domínguez González (2021) affirm that social responsibility of the marine tourism company proves to be useful in achieving the goal of sustainable tourism.

Various efforts can be made related to CSR, such as programs accompanying the community to manage businesses; building tourist facilities that will ultimately be enjoyed by tourists and the surrounding community. Manager of Dutungan Island can choose CSR programs to encourage the community to get involved in tourism. A community-based tourism approach can be applied when CSR programs and realizing village tourism. This research recommends the importance of strengthening good cooperation between the community and the management of Dutungan Island.

CONCLUSION

Dutungan Island in Barru Regency has tourism potential with all its advantages, one of which is good accessibility. However, Dutungan Island's management as a tourist attraction attracts visitors to come and vacation on the island. Management requires active participation by the people who live around the tourist attraction. Ideally, Dutungan Island's existence has a positive impact on environmental sustainability and increases its people's income. This paper has explored three determinant factors of community participation in tourism, including the island's management by the private sector, low awareness of tourism, and lack of knowledge by the local community.

Community participation in tourism activities also depends on public awareness to participate in tourism activities. Although there are opportunities to work as employees or staff on Dutungan Island, this depends very much on the community's wishes. The community's desire and awareness to participate in tourism service activities is a determinant factor in encouraging community participation. Although there are already community members who manage small businesses around the island, the numbers are still minimal. This paper provides insight into how to encourage community participation through the role of different stakeholders, including the island and the local community.

This study recommends the importance of encouraging people to create creative businesses by utilizing visitors to Dutungan Island. Dutungan Island is in a rural area that has tourism potential besides a visit to the island. Community-based tourism villages can be an impetus for achieving optimal community participation. To achieve such goals, the island manager has a role and duty to help the community, one of which is through the moral responsibility of 'corporate social responsibility. Collaboration with the community will encourage community support for Dutungan Island's existence, the impact of which is not only for the island's management but also for the people who live around the island.

BIBLIOGRAPHY

- Aquino, R.S., Lück, M., and Schänzel, H.A. (2018). A Conceptual Framework of Tourism Social Entrepreneurship For Sustainable Community Development. *Journal of Hospitality and Tourism Management*, 37: 23-32. <https://doi.org/10.1016/j.jhtm.2018.09.001>
- Barru, org. (no date). Available at <http://barru.org/pulau-dutungan-pesonatak-tertandingi-di-barru/>
- Bello, F.G., Lovelock, B., and Carr, N. (2017). Constraints of Community Participation in Protected Area-

- Based Tourism Planning: The Case of Malawi. *Journal of Ecotourism*, 16(2), 131-151, DOI: 10.1080/14724049.2016.1251444
- Bramwell, B. and Sharman, A. (2000). Approaches to Sustainable Tourism Planning and Community Participation: The Case of the Hope Valley. In G. Richards and D. Hall. (Eds.), *Tourism and Sustainable Community Development*, 17-35, London: Routledge.
- Cole, S. (2006). Information and Empowerment: The Keys to Achieving Sustainable Tourism. *Journal of Sustainable Tourism*, 14(6): 629-644.
- Dewi, I.H.U. (2013). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Jatiluwih Tabanan, Bali. *Kawistara, Jurnal Ilmiah Sosial dan Humaniora*, 3(2) doi: <https://doi.org/10.22146/kawistara.3976>
- Dodds, R., Dimanche, F., and Sadowski, M. (2018). Planning for Growth in Islands: The Case of Cuba. In M. McLeod and R. Croes (Eds.), *Tourism Management in Warm-Water Island Destinations*, 95-107, Wallingford: CABI.
- Domroes, M. (2008). Conceptualising State-Controlled Resort Islands for an Environment-Friendly Development of Tourism: The Maldivian Experience. *Singapore Journal of Tropical Geography* 22(2), 122-137.
- González-Morales, O., Santana Talavera, A. and Domínguez González, D. (2021). The Involvement of Marine Tourism Companies in CSR: The Case of The Island of Tenerife. *Environment, Development and Sustainability*, <https://doi.org/10.1007/s10668-020-01120-2>
- Greer, S. (2010). Heritage and Empowerment: Community-Based Indigenous Cultural Heritage in Northern Australia. *International Journal of Heritage Studies*, 16(1-2):45-58. <https://doi.org/10.1080/13527250903441754>
- Hall, D. and Brown, F. (2010). Tourism and Welfare: Ethics, Responsibility and Well-Being. In S. Cole and N. Morgan (Eds.), *Tourism and Inequality: Problems and Prospects*, 143-163, Bristol.
- Hall, D. (2000). Identity, Community and Sustainability: Prospects for Rural Tourism in Albania. In G. Richards and D. Hall (Eds.), *Tourism and Sustainable Community Development*, 48-59. London: Routledge.
- Herman, S. (2019). Survei Pengembangan Potensi Wisata Pulau Dutungan Kabupaten Barru. Pendidikan Jasmani Kesehatan dan Rekreasi, Universitas Negeri Makassar.
- Junaid, I. (2016). Optimalisasi Peran Pemerintah dalam Kebijakan dan Perencanaan Pariwisata. *Jurnal Kepariwisata Poltekpar Makassar*, 10(2): 50-64.
- Junaid, I., and Muhammad Arfin, M.S. (2019). Peran Organisasi Tata Kelola dalam Pengelolaan Desa Wisata Nglanggeran, Yogyakarta. *Pusaka (Journal of Tourism, Hospitality, Travel and Business)*, 2(1), 17-24.
- Mopangga, H. (2014). Faktor Determinan Minat Wirausaha Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Negeri Gorontalo. *Trikonomika*. 13(1), 78-90.
- Monypenny, R. (2008). Capacity Building Through Cooperation. In G. Moscardo (Ed.), *Building Community Capacity for Tourism Development*, 155-171, Wallingford: CABI.
- Nyero.id. (no date). Available at <https://nyero.id/tempat-wisata-di-barru/>
- Okazaki, E. (2008). A Community-Based Tourism Model: Its Conception and Use. *Journal of Sustainable*

- Tourism*, 16(5), 511-529, DOI: 10.1080/09669580802159594
- Phillimore, J. and Goodson, L. (2004). From Ontology, Epistemology and Methodology to the Field. In J. Phillimore and L. Goodson (Eds.), *Qualitative Research In Tourism: Ontologies, Epistemologies and Methodologies*, 185-194 New York: Routledge.
- Porter, B. A., Orams, M. B. and Lück, M. (2018). Sustainable Entrepreneurship Tourism: An Alternative Development Approach for Remote Coastal Communities Where Awareness of Tourism is Low, *Tourism Planning & Development*, 15(2): 149-165, DOI: 10.1080/21568316.2017.1312507
- Priyanto, S.H. (2008). Di dalam Jiwa Ada Jiwa: The Backbone and the Social Construction of Entrepreneurship. Pidato Pengukuhan Guru Besar Universitas Kristen Satya Wacana.
- Richards, G., and Hall, D. (2000). *Tourism and Sustainable Community Development*. London: Routledge.
- Ruhanen, L., and Cooper, C. (2003). The Use of Strategic Visioning to Enhance Local Tourism Planning in Periphery Communities: The Tweed Shire, Australia. Taking Tourism to the Limits Conference. New Zealand: *Department of Tourism Management*, University of Waikato.
- Ruiz-Ballesteros, E. and Brondizio, E. (2013) Building Negotiated Agreement: The Emergence of Community-Based Tourism in Floreana (Galápagos Islands). *Human Organization* 72(4), 323-335.
- Rifandy. Muhamad. (2019). Pulau Dutungan dan Celebes Canyon, Wisata Baru yang Bikin Susah Move On. Available at <https://travelingyuk.com/pulau-dutungan/189792/>.
- Saat, S. (2015). Faktor-Faktor Determinan dalam Pendidikan (Studi Tentang Makna dan Kedudukannya dalam Pendidikan). *Jurnal Al-Ta'dib*, 8(2), 1-17. DOI: <http://dx.doi.org/10.31332/atdb.v8i2.407>.
- Sharpley, R. (2009). *Tourism Development and the Environment: Beyond Sustainability?* London: Earthscan.
- Sharpley, R. (2004). Tourism and the Countryside. A Companion to Tourism. In A. A. Lew, C. M. Hall and A. M. Williams (Eds.), 374-386. Malden: Blackwell.
- Simpson, M. C. (2008). Community Benefit Tourism Initiatives: A Conceptual Oxymoron? *Tourism Management*, 29(1), 1-18.
- Soleimanpour, H. (2012). Legal Implications for Nature-Based Tourism Eco-tourism and Sustainable Tourism. In J. A. Seba (Ed.), *New Perspectives and Studies*, 17-29. Toronto: Apple Academic Press.
- Taumoepeau, S. and Pabel, A. (2018). Coral Reefs: Impacts and Sustainability in the South Pacific Islands. *Coral Reefs: Tourism, Conservation and Management*. In B. Prideaux and A. Pabel (Eds.), 17-28, New York: Routledge.
- Tosun, C. (2000). Limits to Community Participation in the Tourism Development Process in Developing Countries. *Tourism Management*, 21: 613-633. Doi: [https://doi.org/10.1016/S0261-5177\(00\)00009-1](https://doi.org/10.1016/S0261-5177(00)00009-1).
- World Tourism Organization (2006). *Cultural Tourism and Local Communities*, World Tourism Organization.
- Xu, H., Jiang, F., Wall, G., and Wang, Y. (2019). The Evolving Path of Community Participation In Tourism In China. *Journal of Sustainable Tourism*, 27(8), 1239-1258, DOI: 10.1080/09669582.2019.1612904.