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## Community Based Tourism in The Development of Sustainable Tourism in Baubau City

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### ABSTRACT

The purpose of this research is to find out Community Based Tourism in Sustainable Tourism Development in Baubau City. The type of research used in this research is descriptive research with a qualitative approach. The results of this study indicate that Community-Based Tourism Development is to involve the community as in the development planning deliberation process, where the government and the community are together in managing tourism objects. In addition, tourism awareness groups also receive benefits from tourism activities by increasing the economy from tourism activities in Baubau City. Ensuring Environmental Sustainability is to ensure the sustainability of the environment so that it is not damaged or polluted, it is necessary for the role of the government, NGOs, and the community not to damage the physical environment at tourist sites. In addition, providing support both in the form of materials and policies such as providing character education counseling is an effort made in maintaining local character and culture in tourism areas in Baubau City.

**KEYWORDS:** Community-Based Tourism, Tourism Development, Sustainable Development

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### INTRODUCTION

Tourists in Indonesia now play an important role in promoting foreign exchange. It is no different in the development of travel needs, not only in Indonesia, but around the world. More and more people needing tourism are making this sector a success in the future. The tourism sector has been able to revitalize the economies of its neighbors, and travel is considered an important way to promote the culture and beauty of the area. Importance in cultural and social education, travel also has an important economic impact (Lawelai et al., 2021). Many countries in the world view tourism as an invisible product and service that can increase their income.

It can be adjusted to regular travel and cash flow, the way to improve this tourist area is in the form of renovations, as well as routine repairs, so travel is a big investment. Tourism and the economy in the future will make it faster for better products and services. In addition, tourism will increase the economic resilience of the country, but

there must be success in the development of tourism as mentioned above that will be noticeable if its sponsors are well organized (Iqbal & Ahmed, 2022; Ngo et al., 2018).

Implementing a local development plan should increase the capacity of local communities. Working on various regionally related projects does not require much money. Since all municipalities cannot provide resources, local governments are required to invest in policies and procedures. One way to support local funding is to develop capacity in the end zone. Interaction between industry and local routes through PAD and tax introduction.

Baubau City is one of the cities in Southeast Sulawesi Province, referring to Law Number 24 of 2014, Baubau is a city that has the right to manage its the economy. Baubau City has the potential to promote higher education in the country, and arts, culture, parks, mountaineering, and many other attractions for tourists are the new trends in this city. Some of the tourist attractions in Baubau are as follows: Buton Palace Fort, Nirvana Beach, Lakeba Beach, Kamali Beach, Lakasa Cave, Waterfall, Mardadi Hill, Mosqued Quba, Wakonti Nature Reserve, Bungi Bath, Samparona Waterfall, Lagawuna Falls, Kaisabu Cave, Poaro Rock.

All of the above is governed by local authorities and the new Tourism and Economic Administration. This means that the management and development of the tourism industry is based on the support and initiation of local activities (Afrianti et al., 2020), where the management of the private sector and local population is not only biased, such as: Kelapa Gading Bathing, Bali little bath, Bali Blezing Bath, Buton Old Cultural Festival, Pekande-kandea, Creative Baubau Community, Pine Tourism, Weaving Village.

The people around him made this unparalleled journey. Even various tourism in Baubau City can become a big economic boom in the future, both for the government, the private sector, and the surrounding residents. Of course, the necessary security measures are necessary to provide timely assistance

The tourism sector plays a key role in improving the human economy, as it is considered to have the most diverse infrastructure, infrastructure and infrastructure sectors compared to other sectors of the economy. This hope is part of the community empowerment plan through the promotion of human or community tourism to achieve tourism because tourism development will mostly be driven by community wisdom in protecting the environment and empowering the community.

Sustainable tourism development is tourism development that focuses on efforts to protect public health and the environment as well as tourism to the community sustainable economy (Taylor, 2017). However, the development of tourism must pay attention to the economic, social, cultural, and cultural aspects of tourism so that human health can be associated with the upbringing and prevention of the negative impacts of tourism.

Community-Based Tourism (CBT) is one of the strategies that can be used in the development of tourism in Baubau City. The development and management of CBT includes environmental protection and the application of sustainable tourism principles, so that it remains a tourism destination (Wijaya et al., 2022).

CBT is a way to promote tourism that strengthens the local population, or works on walking tours, so that everyone around the tour can enjoy the impact of the beauty of its travel (Mohanty et al., 2019; Takele, 2019). In the development of urban tourism, what is important is how to make the city more attractive in various aspects of private tourism

development. The community stands in accordance with its purpose, as well as the role of the community in planning and implementing it. Citizens have the right to ask whether their progress is contrary to the will of the people themselves.

However, based on the findings of several tourism initiatives in Baubau City, the concept of developing CBT tourism is difficult to achieve in this regard. This is due to the large number of tourist attractions, one of which is that the residents of the area have not been able to understand and promote tourism in their area. People's inability to promote tourism has an impact on travel management which is so poor and unaffordable that people no longer see the positive impact of travel.

At the beginning, those around the tourist area can enjoy the positive effects of tourism, especially the economy, but when tourism management is poor and impossible, tourists may not be able to afford to enjoy the tourist area.

## **METHODS**

This research uses qualitative descriptive method. The location of this study is in Baubau City, the location is very strategic because Baubau City is one of the destinations of regional and even foreign tourists in seeing case studies and problems that occur. The subjects of this study were selected through nonprobability sampling techniques, using purposive sampling techniques or sample determination techniques by considering certain aspects. Data collection techniques consist of observation, interviews, and document studies. After the data has been completely collected from the field, the next stage that must be done is the data analysis stage. In this study using interactive model data analysis techniques consisting of three main things, namely, data reduction, data presentation, and conclusion drawing.

## **RESULTS AND DISCUSSION**

### **Include community members in decision-making**

The involvement of citizens in the development of tourism is essential to ensure that the results obtained are in line with the needs and benefits of residents. Community participation not only strengthens the capacity of local communities but increases the empowerment of residents in joint development.

The development of the Baubau City tourist attraction beach is inseparable from the participation of the community who participate in tourism development, starting from the design stage to the implementation of a program that will be implemented. The Baubau City Government is very serious in involving the community around the tourist attraction as an effort so that tourism development can improve the community's economy.

Community involvement in decision making in the process of developing tourist attractions is very reasonable because the community really understands the location and condition of the tourist attraction, so that in its development involving the community is very important.

The concept of community participation is one of the important concepts because it relates to democratic systems of government, because the benefits of community participation can expand the knowledge base and representation, help establish the transplantation of communication and power relations among stakeholders, improve

iterative and cyclical approaches and ensure that solutions are based on local understanding and knowledge, encourage local ownership, commitment and accountability, building community capacity and social capital.

The development of tourist attractions in the process of development, the Baubau City Government through the Tourism and Creative Economy Office always involves the community in the decision-making process related to the construction of the tourist attraction. Community-based tourism is tourism that realizes cultural, social, and environmental sustainability. This form of tourism is managed and owned by the community for the community, in order to help the community and the way of life of the local community (Ngo et al., 2018).

Tourism development should be able to provide opportunities for people to get jobs or do a business. The increase in tourist visits to an object of tourist attraction should be able to provide the greatest possible benefits to help improve the welfare of the community around the tourist attraction. The process of building a tourist attraction in Baubau City always involves the community in the decision-making process, this is done because the construction of a tourism is intended for the welfare of the community.

Several policies and programs related to tourism development efforts are inseparable from the suggestion and input from the local community. Community involvement in decision-making related to development on one of the tourist attractions, namely on the nirvana beach, can touch the entirety of the activities contained in the tourist attraction. So that in its development the tourist attraction did not find any significant problems.

One of the strengths of tourism is the great dependence on local natural and cultural resources. Where these assets are owned and managed by all members of society, both individually and in groups, including those without financial resources. It can foster care, self-esteem, and pride in all members of the community.

Thus, the existing resources become more in value, price and become the reason why visitors want to come to the tourist site. The interest of visitors to visit tourist attractions in Baubau City lies not only in the beauty of its natural resources but also the culture of the local community which is very friendly in welcoming visitors. So that visitors feel comfortable in carrying out tourist activities.

The characteristics of a very open society make visitors feel comfortable when visiting tourist objects in several places in Baubau City. In addition, visitors can directly analyze the presence of local communities in tourist sites providing evidence that tourism development is in line with community empowerment.

The people of Baubau City, especially those around the objuk wisata location, always involve themselves in meetings that discuss tourism plans, in addition to that the community forms groups, where this group will then always see the form of government and management policies including in the process of developing tourism objects.

Nation building through tourism business activities really needs community participation because basically the results of these activities can be enjoyed by the community itself. Based on the results of the author's observations in the field related to including community members in decision making in the tourism development process is going well where the government always involves the community in decision making. Involving the community is very important because basically the existence of tourism is basically to improve the economy of the community around the tourist location in Baubau City.

### **Certainty of Local Communities Receiving Benefits from Tourism Activities**

The selection of policy instruments will be decisive if it is based on a complete study of the objectives to be achieved in the most efficient way possible, not based on partial and non-comprehensive studies. The most important thing also needs to be based on good morals and political will. The current issues regarding tourism planning only emphasize the technical aspects when in fact it is a political issue that concerns the regulation of all existing tourism components to suppress the interests of the community.

The district government of Baubau City through the Tourism and Creative Economy Office ensures that tourism development activities provide benefits to the community. This belief is based on the aspect of tourism activities involving a lot of the community and all profits are managed by the community itself without dividing the profits to the government.

From tourist activities in baubau city, it can be felt directly by the community where all income can be managed by the community to improve their economy without the need for retribution to the government. On the other hand, the existence of tourism can be used as a spiritual tour for the local community. The development of tourism destinations requires good and appropriate planning techniques. Development techniques must combine several aspects to support tourism success. One of them is where people can feel the benefits of tourist activities.

Basically, the development of the tourism industry is to improve the economy of the community in a place so that community involvement in tourism development is very important (Sosa Tinoco et al., 2021). The manager of the tourist attraction will continue to ensure that tourism activities will always provide benefits for the community. In addition to the benefits in the economic field, the manager also hopes that there will be benefits in other fields, such as community customs that can be introduced to the outside world.

Tourist activities make many people visit Baubau indirectly the arrival of people from outside who visit can improve the community's economy, this is one of the benefits of tourism activities. Tourism has proven to have lifted people's lives, because this sector is able to move the wheels of the economy in all walks of life and has a direct impact on the welfare of the community, as well as being able to encourage regional growth and development. However, it is necessary to realize that the tourism development efforts implemented by the government urgently need the full support and active participation of the community.

Therefore, as an effort to build community support and participation, the government systematically and continuously strives to grow public awareness about the importance of support from all parties to the development of the tourism sector. The magnitude of the influence of tourism in the context of development on the community's economic sector is realized by the government as something that must be maintained. Community involvement in the context of developing tourist attractions really requires community participation to bring in visitors and introduce the culture of the Baubau community at the local level and even at the national level.

Community participation in the context of developing tourist attractions is able to record benefits for the community with the large number of visitors who come to travel (Ditta-Apichai et al., 2020). The increasing presence of visitors is an opportunity for people to introduce their culture to other regions and even the national level. An environmental condition that comes from the attitude of the community in the tourism destination / tourist destination area that reflects a familiar, open atmosphere and high

acceptance that will provide a feeling of comfort, feeling of acceptance and home for tourists in traveling or visiting the area.

The benefits of community involvement in tourism management are not only felt by the community around the tourist attraction but also visitors who feel very comfortable with the attitude of the community in the tourist location. Public acceptance of visitors that makes visitors feel comfortable when carrying out tourist activities.

The existence of traders and hygiene maintainers who are in tourist locations is a benefit that can be felt directly by the community from tourism activities. Furthermore, the character of the community that is open to visitors gives a comfortable impression to visitors. The meaning contained in the concept of tourism is the support and participation of all components of society in realizing a climate that is conducive to the growth and development of tourism in an area.

The concept has placed the important position and role of the community in the development of tourism both as a host and as a tourist. The existence of tourist attractions provides opportunities for creating jobs for local people who are not yet working, so that these opportunities are utilized by the community.

The presence of tourists provides opportunities for people to improve their economy (Ernawati et al., 2018). The benefit is deeply felt by the community what else is their involvement in the context of tourism development is very urgent. With these conditions, it is certain that the existence of tourism provides direct benefits for the community. Creating the greatest economic benefit value for the welfare of the people, so that tourism can tangibly demonstrate its function as an agent of regional development and an effective community empowerment instrument, the value of these economic benefits can be contributed through the creation of multi-double economic impacts of tourism direct, indirect, and participating economic impacts, for the community.

Tourist attractions provide such great benefits to the community, especially in contributing to the economic development of the community. The presence of tourist attractions that involve local communities in their management is the responsibility of the community to ensure regional development (Mohanty et al., 2019).

The existence of tourist attractions provides convenience for the local community to improve the economy of the community. With efforts like this, it can increase public trust. The management of tourist attractions provides direct or indirect benefits to the community. It can be directly felt by the community by increasing the economy from tourism activities. Indirectly, the number of visitors who come to the tourist location can see and publish the customs and customs of the local community so that Baubau becomes better known both at the local and national levels.

### **Ensuring Environmental Sustainability**

The tourism industry often relies on natural resources such as air, land, and water. These materials are used as products for the travel industry. Other factors will be disrupted if their policies, development, and performance are not considered. On the other hand, if it is an adult, travel can be a good thing for environmental protection (Dolezal & Novelli, 2020). It is important for tourism managers to involve the community in the development of the tourism industry because people are very aware of the geographical conditions of the nature where people live.

One of the attractions owned by several tourist attractions in Baubau City is the natural beauty that is still very natural so that visitors always prioritize these attractions

as a place to carry out tourist activities. The natural beauty is certainly the responsibility of the government and managers to always maintain it so that it is not damaged because of tourism development.

The government has made efforts so that in tourism development must be carefully planned so as not to damage the environment. The government regrets that there are still many visitors who litter so that it can pollute the tourist environment.

Tourism is considered a smoke-free and product-free industry, but it is undeniable that building an environment that attracts tourists will change the environment in its city. Since its inception, sustainable development has been a common idea for environmental planning. But its implementation is not yet known.

The goal is to bridge the gap between environmental protection and economic and social welfare, but it is still debated about how to use sustainable use or how to use the environment more efficiently. The tourism district government is aware of the importance of protecting the environment as the mayor urged residents to make regular visitors to landfills in designated places. In maintaining environmental sustainability in the tourist attraction area, it has a design that will not damage the environment. In addition, the manager invites the surrounding community to socialize visitors so that they always maintain the cleanliness of the environment. Ecotourism focuses on environmental protection (conservation), no other ways to change the nature of nature to hinder environmental equality. The definition of environmental tourism is to support or maintain the relationship between a person and his environment. Ecotourism led to the promotion and maintenance of integrity.

Tourist attractions in Baubau City are nature-based tourism so that the sustainability of the environment is very much considered by both the government and the community. The beauty of tourist attractions is the formation of nature, not the result of human hands. Therefore, to maintain the sustainability of tourist attractions, good planning is needed and does not damage the environment.

The presence of tourism, which is a nature-based tourism, should ensure the sustainability of the environment in the area. One form of effort made is that the government and the community always negotiate when they will carry out a development at the tourist location. Economic growth is an important thing to achieve.

But in the process, environmental sustainability does not need to be victimized. Various variables, such as social, economic, and environmental have always been related to each other. Thus, the weak economic level of a country can also affect the destruction of the environment so that it will have a negative impact on its people (Wijaya et al., 2022).

Tourism Objects are oriented towards sustainable tourism development by always paying attention to the conditions of the tourist environment, the presence of tourism as a foundation for improving the community's economy must be in line with the improvement of environmental conditions. Some concrete evidence of the government's seriousness so that the natural conditions in some tourist attractions are maintained with the existence of several trash cans provided for visitors.

Visitors see firsthand some concrete evidence related to tourism development that refers to environmental sustainability. This can be seen from the real efforts in maintaining cleanliness in tourist sites. One of the factors that must be faced to achieve environmental sustainability is the way to deal with the environment without compromising the importance of economic development and justice.

Thus, a sustainable environment and development can meet the needs of today's society without neglecting the ability of future generations to meet their needs, such as change management systems, investment systems, development plans, and institutions that are constantly changing and rebuilding. strengthening current and future capabilities to meet the needs and aspirations of society (Baroroh et al., 2021).

The policy direction of efforts to maintain the sustainability of a tourist environment will certainly have an impact on the community, one of which is not to build a permanent trading place because it will require space.

Environmental sustainability is an environmentally sustainable system that must be able to maintain stable resources, avoid exploitation of natural resources and the function of environmental absorption. This concept also concerns the maintenance of biodiversity, airspace stability, and other ecosystem function that are not included in the category of economic sources. The construction of tourist attractions always pays attention to the environment, one of which is by involving the community in protecting the tourist environment starting from cleaning the environment and maintaining the condition of the plants there.

The government is concerned with directly involving the community to maintain environmental conditions at tourist attractions in Baubau City. In addition to involving the community, the management also improves the community's economy by paying them only to ensure environmental sustainability. Based on the results of the author's observations in the field related to the efforts made by the government and managers in maintaining environmental sustainability in tourist attraction areas, it is through discussions involving the government and the community about the development procedures that will be carried out so as not to damage the physical environment at the tourist location.

In addition, involving the community directly to control the tourist environment is very important, especially for people who are given the task of getting an operational salary from the management of tourist attractions in Baubau City.

### **Nurturing a Unique Local Character and Culture**

Culture-based tourism in the form of natural beauty treats and the uniqueness of local community traditions as the main attraction for tourists (Nunthasiriphon, 2015; Whitney-Gould et al., 2018). However, it is feared that the visit of tourists will have an impact on the cultural aspects of the local community, namely the emergence of a shift in cultural idealism that upholds cultural values as a way of life to market idealism based on the motive of obtaining profits.

The existence of tourist sites has a negative impact on the community, especially on the character and culture of the community so that a deep process is needed so that these conditions occur to the community around the tourist attraction.

One form of effort made by the local government in maintaining the characteristics and culture of the community is maintained by supporting the establishment of customary institutions and facilitating all forms of institutional needs so that they are not eroded by culture that comes from outside.

The original character of the community must always be maintained so that in its journey it always socializes and supports all forms of efforts so that character education is given to the next generation.



Character education and supporting all forms of group activities in maintaining the local cultural character of the community is a form of effort made to maintain the original character of the people of Baubau City. The spirit of cooperation and mutual respect is a form of the original characteristics of the people of Baubau City.

The existence of a tourist location is one of the manifestations in implementing this character where the community always appreciates the form of activities carried out in the location.

Maintenance of local characteristics by providing creative space for the Baubau community so as not to be eroded by the progress of the times as long as these provisions do not conflict with the established regulations. The rapid currents of globalization, modernization and the rigor of puritanism are feared to have resulted in the erosion of the love for local culture.

So that the local culture that is the inheritance of the ancestors was trampled on by foreign cultures, eliminated in its own cage and forgotten by its heirs. The presence of the tourism industry does not necessarily eliminate the characteristics of the community around the tourist location but precisely with the local culture of tourism managers can make an attraction for visitors in travel activities. The friendly attitude shown by the community to visitors is one of the reasons why visitors are comfortable in traveling. Even appreciation is given by visitors to the Baubau community for being able to survive during the existence of extraordinary development in the area.

The people in Baubau still maintain karaketristic and their cultures such as haroa and kande-kandea in which there is a pattern of presentation that has special procedures and has meanings that are applied in a symbolic form. In terms of the creative economy, we have a variety of culinary delights that we often find, including deaf-deaf cakes and kasoami made from cassava, cakes made from kambewe corn and and suludambere drinks or drinks from young coconut water, various types of specialties available and selected to be enjoyed, such as processed foods made from sago, corn, sweet potatoes, including various types of fruits. In addition, there are also foods such as fish perende, Kasuami and various traditional confectionary foods in the form of onde-onde, fried bananas, barongko and so on. The Kande-Kandea method is also known as a banquet for the guests of the Nobles or guests of the Buton Government, the people always prepare dozens or even hundreds of Gutters to serve a variety of Buton specialties as a form of gratitude and do'a.

This tradition of eating together is a form of local wisdom shown by the community by taking care of habits as a form of gratitude from residents for the harvest. Cultural preservation and development programs are basically implemented to highlight cultural values in order to strengthen the nation's cultural resilience.

The policy developed in implementing this program is to develop culture as a tool to unify the nation within the framework of the Unitary State of the Republic of Indonesia and improve community customs. The people around the tourism themselves see that maintaining character and culture is mandatory as a characteristic of the community itself. The plurality in Baubau city with the existence of several industries including tourism does not necessarily make people pessimistic, but it makes them stronger to compete with other cultures.

The presence of industries including tourism in Baubau makes the plurality of people even higher, but it is a force for local people to always maintain the culture they inherited from their predecessors. Based on the results of the author's observations in the

field related to maintaining a unique local character and culture, it is good that the government always provides space for the community to maintain their culture. In addition, providing support both in the form of materials and policies such as providing character education counseling is an effort carried out in maintaining local character and culture in the tourism area.

## CONCLUSION

Based on the results of the author's discussion related to the research on Community Based Tourism Development, it is concluded that the participation of community members in decision making is that the process of developing tourist attractions in Baubau City is going well where the government always involves the community in decision making. Involving the community is very important because basically the existence of tourist attractions is basically to improve the economy of the community around the tourist location in Baubau City.

The Certainty of Local Communities Receiving Benefits from Tourism Activities is that the management of tourist attractions provides benefits directly or indirectly to the community. It can be directly felt by the community by improving the economy from the excitement of tourism in Baubau City. Indirectly, the number of visitors who come to the tourist location can see and publish the customs and customs of the local community so that Baubau becomes better known both at the local and national levels.

Ensuring Environmental Sustainability is through discussions involving managers, the government and the community about the development procedures that will be carried out so as not to damage the physical environment at the tourist location. Maintaining a Unique Local Character and Culture is good for the government to always provide space for the community to maintain their culture, in addition to providing support both in the form of materials and policies.

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