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THE ROLE OF THE COMMUNITY IN SUPPORTING THE MANAGEMENT OF LEANG-LEANG AS A TOURIST ATTRACTION IN MAROS REGENCY

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Abstract
This study aims to analyze the level of community participation in the management of Leang-leang and propose efforts to optimize community participation in Leang-leang. This study applies a qualitative method conducted in Leang-Leang, Maros Regency, during the period of September-October 2025, through field observations, in-depth interviews with the surrounding community, and supported by literature studies. The results of the study show that the community plays an important role in three main aspects: (1) environmental and prehistoric site preservation, through cleanliness activities, monitoring potential vandalism, and passing on knowledge about the cultural values of Leang-Leang to the younger generation; (2) local economic development, by utilizing business opportunities such as tour guides, providing local cuisine, and selling handicrafts with a prehistoric cultural nuance; and (3) collaboration with the government and management, especially in developing tourism infrastructure, improving service quality, and conservation education programs for tourists. To that end, optimization measures are needed in the form of capacity building through training, the formation of tourism awareness groups (Pokdarwis) oriented towards conservation, and the strengthening of collaboration between the government, site managers, academics, and local communities. These recommendations are expected to encourage more sustainable, community-based management of Leang-Leang while preserving its inherent cultural values. However, this study also found challenges, namely limited human resource capacity, a lack of tourism training, and suboptimal distribution of economic benefits to all levels of society. Therefore, a strategy is needed to strengthen community participation through community-based training programs, creative economic empowerment, and increasing tourist awareness of the importance of preserving the sustainability of prehistoric sites. In conclusion, the management of Leang-Leang cannot rely solely on the government or formal management, but must place the community as the main actor in creating sustainable tourism. This study's recommendations emphasize the need for multi-stakeholder collaboration based on community-based tourism (CBT) so that Leang-Leang remains preserved as a world cultural heritage while providing tangible benefits for the welfare of the local community.
Keywords: *tourism management, sustainable tourism, community-based tourism, leang-leang*

1. INTRODUCTION

Community participation is important in tourism, especially in tourist destinations, because community involvement allows them to directly express their needs and desires. "Tourism activities have great potential for development that can increase the local revenue of every region in South Sulawesi" (Awal, et al. 2022: 904). This helps create decisions that are fairer and more in line with the actual conditions on the ground. In addition, when the community is active, the process of development or change becomes easier because it has the support of many parties. Participation also strengthens a sense of ownership of the surrounding environment, so that each individual feels responsible for protecting and caring for it. Without community involvement, the government or related parties often find it difficult to understand what is really needed. Therefore, community

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participation is very meaningful for the management of a tourist destination. "Meaningful community participation must at least fulfill three aspects, namely: first, the right to be heard; second, the right to be considered; third, the right to receive an explanation or response to the opinions given (right to be explained)" (Wafa, M. K. 2023: 91). In this way, participation can serve as a bridge between the community and policy makers so that the solutions produced are more effective. Thus, participation is not only a matter of helping, but also part of the obligation as a member of the community. "Good management and active community participation are key factors that must continue to be implemented" (Listiawati, et al. 2023: 2). Their involvement also encourages transparency and accountability in the implementation of development programs. Thus, the higher the level of community participation, the greater the opportunity for the formation of an independent and prosperous society.

Several studies have highlighted the importance of community participation in sustainable tourism. Anarta, F., & Darwis, R. S. (2024: 213) argue, "Community participation can be considered essential because it is believed that community knowledge is the key to identifying needs in the development of the tourism sector." This involvement is crucial in ensuring that tourism provides various benefits to the local community. The results of the study show that community involvement is not just an addition, but a fundamental aspect in building sustainable tourism. Without active participation, tourism development is likely to only benefit certain parties and create disparities at the local level. Therefore, the role of the community is not only limited to receiving benefits, but also to decision-making and managing tourism activities.

However, in reality, the management of tourist destinations in Leang-leang still faces several challenges. Not all community groups are actively involved, so encouragement is needed through the formation of Pokdarwis and support from the local government. Community participation is often not optimal due to limited knowledge, lack of access to training, and minimal coordination between the government, tourism managers, and local communities. In addition, environmental pressures due to increased tourist visits can cause damage to ecosystems and cultural heritage if not managed properly. "There is a tendency for communities to only enjoy benefits that are not large enough to support their economies" (Junaid & Fauziah 2019: 44). This problem highlights the need for a more serious strategy to increase community participation so that the sustainability of tourism in Leang-leang can be guaranteed, and its benefits can be felt fairly by all parties.

Tourism management that actively involves the community is one of the key factors in the successful development of tourist destinations. Community participation not only has a positive impact on cultural and environmental preservation, but also improves local economic welfare. Various parties also need to understand the conditions and level of community involvement in order to develop targeted strategies. An approach that directly involves the community is believed to be able to create a sense of ownership and shared responsibility for tourism sustainability. Therefore, it is hoped that tourism development efforts can run more effectively. This is why it is important to examine the role of the community. Therefore, the objectives of this study are to determine the level of community participation in managing tourism in Leang-leang and to identify efforts to optimize community participation in Leang-leang.

2. RESEARCH & METHODOLOGY

The type of research used in this study is qualitative research. Qualitative research was chosen because it is able to explore in depth the views, experiences, and roles of the community in the sustainability of tourism in Leang-leang, Maros Regency. This approach is important for understanding social and cultural changes in local communities that cannot be explained by numbers alone. In addition, qualitative research can provide a real picture of the level of community participation, the obstacles faced, and the potential that can be developed in efforts to realize sustainable tourism. With qualitative methods, researchers can uncover the values, perceptions, and experiences of the community who are the main actors in the sustainability of tourist destinations. This type of research is important because it is able to capture the reality in the field that cannot be measured only by numbers or statistics. Furthermore, this approach provides space for local communities to express their views directly. This is in line with the principle of sustainable tourism,

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which emphasizes active community participation. “Qualitative research is a research method that aims to gain an understanding of reality through an inductive thinking process” (Adlini, et al. 2022: 3).

Data collection techniques are carried out through observation, in-depth interviews, and documentation. "Field observation is an outdoor study aimed at obtaining data directly in the field" (Nikmah, K. 2023: 28). Observation is used to directly observe community interactions with the tourism environment and the management activities they carry out. In-depth interviews were conducted with community leaders, tourism managers, local government, and several tourists to obtain various points of view. Rahmawati, et al. (2024: 2), "Interview techniques are one of the data collection techniques by conducting questions and answers, either directly or indirectly face to face with data sources (respondents). And documentation is used to complement and strengthen primary data. By combining these three techniques, researchers can obtain a more complete picture of community participation in sustainable tourism management.

The collected data was analyzed using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). This analysis was chosen because it can describe the internal and external conditions of community participation in supporting tourism sustainability. Jannah, et al. (2024: 11), “The results of SWOT analysis can provide guidance for maintaining strengths and increasing income from existing opportunities by overcoming weaknesses and avoiding threats.” Strengths can include high community awareness in preserving historical sites. Meanwhile, weaknesses include limited human resources and facilities. In terms of opportunities, there is potential for the development of educational and cultural tourism that can boost the local economy. Threats include excessive development pressure and the risk of environmental damage. Using SWOT analysis, researchers can provide a more focused overview of community participation strategies in maintaining tourism sustainability in Leang-Leang.method.

3. FINDINGS AND DISCUSSION

3.1 An Overview of Leang-Leang

Leang-Leang is a prehistoric area located in Bantimurung District, Maros Regency, South Sulawesi. The word "leang" in the Bugis language means cave, so the area is named Leang-Leang because it has many caves along the Maros-Pangkep karst landscape. This karst area is widely known for its traces of ancient human life and beautiful natural scenery, with its well-preserved karst rock formations. Leang-Leang's main uniqueness lies in the prehistoric paintings found on the cave walls, consisting of red handprints and images of animals such as wild boars. In addition to its historical value, Leang-Leang also holds ecotourism potential. The distinctive karst landscape, trekking trails to the caves, and rural atmosphere make it a unique attraction for tourists. Some basic facilities have been built, such as a parking area, an entrance path, and an information point, although development is still limited. Currently, the area is managed by the South Sulawesi Regional Cultural Preservation Center (BPK) in collaboration with the Maros Regency Government.

Geographically, Leang-Leang is situated amidst towering karst hills. The beauty of this karst landscape adds to the visual appeal of the tourist area. Unique rock formations create an exotic feel and serve as a natural backdrop for prehistoric caves. Surrounding the area are rice paddies, interwoven with the lives of the local community. This geographical setting showcases a blend of culture, history, and nature. This sets Leang-Leang apart from other tourist destinations in South Sulawesi. The pristine nature of this landscape is also a key reason for the area's preservation.

Beyond its archaeological value, the Leang-Leang area also boasts natural tourist attractions. The stunning karst landscape offers a unique travel experience for visitors. The caves are not only historically interesting but also offer beautiful natural panoramas. The area is also an ideal place for photography and educational activities. The naturally arranged rock garden further enhances the area's beauty. The cool air around the area encourages visitors to linger. This combination of historical value and natural charm makes Leang-Leang a prime destination. The people around Leang-Leang are mostly farmers. Their lives remain simple, with activities heavily influenced by the environment. Despite this, the community maintains a strong attachment to this historic area. They

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not only live near the site but also play a role in its maintenance and preservation. Interactions between the community and visitors contribute to a welcoming and friendly atmosphere. The local community also plays a vital role in supporting tourism activities in Leang-Leang. Their role is crucial to the ongoing management of the Leang-Leang area.

As tourism grows, the government and community have begun to collaborate in managing the area. Various efforts have been made to improve tourism infrastructure, such as road access, information boards, and parking areas. This management also involves community groups involved in creative economic activities. Some residents provide tour guide services to help visitors understand the cave's history. In addition, there are small stalls selling food and drinks. This direct involvement provides economic benefits to local residents. Thus, Leang-Leang tourism serves not only as a cultural conservation effort but also as a source of livelihood.

For the local community, Leang-Leang is not just a tourist destination, but also a cultural heritage steeped in heritage. Locals often tell stories about the caves and ancient paintings to their children to preserve them for future generations. Furthermore, the presence of tourists provides new economic opportunities through food stalls, local tour guide services, and the provision of parking. However, these economic benefits are not evenly distributed among residents, and management still faces challenges such as limited human resources and the lack of a dedicated tourism awareness group (Pokdarwis) to manage Leang-Leang. Currently, Leang-Leang is also part of the leading tourism network in Maros Regency. Tourists often visit this area in conjunction with other destinations such as Bantimurung-Bulusaraung National Park, famous for its waterfalls and butterflies, and Rammang-Rammang, with its stunning "karst village" panorama. This combination of cultural, historical, and natural attractions is what makes Leang-Leang such a strong attraction for both local and international tourists.

Despite its many advantages, Leang-Leang management still faces several challenges. Tourist facilities are limited and do not fully support visitor comfort. Tourist awareness of the site's sustainability also needs to be increased to prevent damage to historical heritage. Local communities need training and mentoring to play a more optimal role in the tourism sector. The local government is expected to create policies that balance preservation and utilization. Overcoming these challenges will ensure the area's continued existence as a sustainable destination. Leang-Leang is not only a source of pride for the Maros community but also a world heritage site. Therefore, community-based management is a crucial step forward.



Figure 1: Leang-Leang Prehistoric Park
Source: Authors, 2025

3.2 Level of Community Participation in Environmental Conservation and Prehistoric Sites

Community participation around the Leang-Leang area is quite significant in efforts to preserve the environment. Local residents recognize that this area is not only important to them, but also to the world due to its historical value. They play a role in maintaining environmental cleanliness by not littering and providing trash bins around their homes. Some community groups are even directly

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involved in cleaning activities around the site, caves, and rock gardens. This active role demonstrates a sense of ownership in the tourist area. This awareness stems from the community's recognition that the preservation of the site impacts the sustainability of tourism. Thus, their involvement forms a crucial foundation for sustainable management.

The Leang-Leang community is also involved in preserving the prehistoric sites within the caves. They understand that these thousands-of-year-old cave paintings are highly susceptible to damage. Therefore, they monitor visitor behavior to prevent them from touching or damaging the cave walls. This oversight role is often carried out informally through direct communication with tourists. Furthermore, the community provides simple instructions on visiting rules before tourists enter the cave area. Their involvement assists the management, which has limited staff. This demonstrates a shared awareness of preserving world cultural heritage.

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The level of community participation is also evident in their support for local government policies. When conservation programs are initiated by relevant agencies, the community strives to participate. For example, they support a program to restrict access to certain caves to preserve the authenticity of the paintings. Although these restrictions reduce economic potential, the community recognizes the long-term benefits. This support demonstrates a maturity in understanding the relationship between conservation and tourism. It demonstrates that the community is not solely focused on immediate profits but rather on sustainability for the benefit of future generations.

The community's role is also reflected in informal or unofficial education for tourists. Many residents volunteer as local guides, explaining the importance of preserving the caves and their environment. They not only tell the history of the paintings but also convey conservation messages. This method is effective because tourists understand the rules more easily through direct interaction. Local guides also symbolize community involvement in tourism management. With their knowledge, this role further enhances the area's educational value. This kind of participation strengthens the link between cultural tourism and environmental awareness.

Although community participation is quite good, several challenges remain. Not all residents share the same understanding of the importance of preserving prehistoric sites. A small portion of the community remains less involved due to economic factors or a lack of information. Limited supporting facilities also hinder preservation of the area. For example, the number of information boards explaining visiting regulations is still limited. This forces the community to work harder to alert tourists. These challenges highlight the need for more in-depth training and mentoring.

In addition to the challenge of understanding, the community also faces limited resources. Not all residents have the ability to actively participate in conservation activities. Age and daily work make it difficult for some residents to participate directly. However, they still support in simple ways, such as by keeping the environment around their homes clean or reminding their children. This form of passive support remains crucial for sustainability. With this variety of participation, area management continues to be facilitated. This demonstrates that community contributions don't always have to be large to have an impact. Even small amounts of support are significant for the sustainability of Leang-Leang.

The community recognizes that their role cannot be achieved alone without the support of others. Collaboration with local governments and academics is crucial. Through this collaboration, the community gains new knowledge about conservation. The government also provides assistance in the form of supporting facilities to protect the area. Meanwhile, academics play a role in providing scientific information about the value of prehistoric caves. Through this collaboration, the community gains confidence in actively participating. They feel that their contributions to the area's

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management are valued. This creates a positive synergy between local and external actors. Community participation becomes more focused and sustainable.

Overall, the level of community participation in Leang-Leang can be categorized as quite good. They are involved in various aspects, from maintaining cleanliness and supervising tourists to supporting conservation policies. Although there are still challenges such as limited understanding and resources, their contribution remains a key asset. The community's role demonstrates that conservation can be effective with a community-based approach. Their active participation also adds value in the form of education and tourism experiences. This demonstrates that the community is part of the solution, not simply an object of management. With continued support, the community's role can be further enhanced. Their presence is a key pillar in the sustainability of sustainable tourism. Therefore, strengthening community capacity is a strategic step in Leang-Leang management.

3.3 Community Participation Optimization Strategy

Optimizing community participation in Leang-Leang management is key to maintaining the sustainability of this tourist destination. The primary strategy is to raise public awareness of the historical and cultural value of prehistoric sites. This can be achieved through ongoing outreach by the government and educational institutions. High awareness will foster a sense of ownership and responsibility for the area. Active community involvement will be easier if they understand the long-term benefits of conservation. Without awareness, community participation will be merely a formality. Therefore, providing knowledge is the initial foundation for optimization strategies. The more residents understand the importance of prehistoric sites, the greater the chance of successful management. In this way, the community can become equal partners in area management.

Education and training are effective strategies for increasing community capacity to support management. Training programs can cover tourism management, environmental conservation, and tourist services. This training should be conducted regularly, involving academics and tourism practitioners. Through training, communities can develop more professional skills in managing tourism potential. These skills not only benefit management but also open up economic opportunities. For example, training local guides can improve the quality of tourist interpretation. Meanwhile, waste management training helps maintain environmental cleanliness. This strategy will foster a more independent community in managing the area. Ultimately, they will be better prepared to face the challenges of maintaining the sustainability of Leang-Leang.

The next strategy is strengthening community institutions as a vehicle for collective participation. Local institutions can take the form of tourism awareness groups (pokdarwis) or environmental communities. Through these platforms, communities can more easily organize conservation and tourism activities. Institutions also serve as liaisons between communities and the government and investors. Without strong institutions, participation is often sporadic and unsustainable. Therefore, regulatory support and mentoring are needed to strengthen the capacity of local organizations. With institutional structures in place, communities have a better bargaining position and can more easily access assistance or training programs from external parties. These institutions are the driving force behind optimizing participation.

In addition to institutional development, optimization strategies also require the active participation of the younger generation. Young people can be agents of change due to their high energy and creative thinking. They can utilize digital technology to promote Leang-Leang to a wider audience. Social media, blogs, and video platforms can be used as conservation campaign tools. With the involvement of the younger generation, conservation values can be presented in a more attractive manner. This helps attract tourists and build public awareness. This strategy not only strengthens local participation but also broadens the reach of the promotion. Young people can also develop creative economic innovations based on local culture. Thus, their involvement is a crucial factor in the optimization strategy.

Collaboration between the community and the government is also a strategic step that cannot be ignored. The government needs to involve the community from the planning stage through to management evaluation. This way, the community feels they have a significant role in every decision.

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Involvement in the planning process will increase citizens' sense of responsibility. Furthermore, collaboration can create policies that better align with community needs. Therefore, a participatory approach must always be prioritized. Through collaboration, the community can learn and contribute significantly. This strategy will strengthen the bond between the government and the community in preserving Leang-Leang.

Tourism-based economic empowerment is also a key strategy for optimizing participation. If communities experience direct economic benefits, their motivation to participate will increase. For example, the development of small businesses such as local culinary arts, handicrafts, or transportation services. This increased income will encourage communities to better preserve the area. The government can facilitate this by providing access to capital or business mentoring. This strategy is crucial to prevent communities from relying solely on the agricultural sector. Economic diversification through tourism will strengthen the well-being of local communities. This way, communities will view conservation as a long-term investment, key to the sustainability of community-based management.

Another strategy that can be implemented is strengthening environmental education systems from an early age. Formal and non-formal education can incorporate conservation values into the curriculum. Children can be invited to participate in field trips to prehistoric caves. This way, they learn firsthand about the importance of preserving cultural heritage. Young people who are educated from an early age will become conservationists in the future. Environmental education can also be carried out through local arts and cultural activities. For example, through drawing competitions or theater performances with conservation themes. This strategy effectively instills conservation values in a fun way. Ultimately, the sustainability of community participation will be more assured through the education of the next generation.

Optimization strategies can also be implemented by providing incentives or bonuses to actively participating communities. Incentives don't always have to be monetary, but can take the form of awards or assistance with facilities. Rewards can motivate other communities to participate. For example, awarding certificates to community groups that successfully maintain area cleanliness can be an incentive. Incentives can also include promoting small community businesses through official government media. This strategy will help communities feel that their contributions are appreciated. This sense of appreciation will increase their loyalty to management. Consistently providing incentives can build a culture of positive participation, which is crucial for maintaining long-term community motivation.

Transparency in management is also a strategy that deserves attention. Communities will be more enthusiastic about participating if they feel involved in decision-making. Transparency can be achieved through regular meetings between managers, the government, and the community. During these meetings, the community can provide input regarding area management. Clarity regarding budgets, programs, and work plans will increase public trust. Without transparency, community participation can decline due to mistrust. Therefore, information transparency is a crucial principle in community-based management. Transparency also prevents conflict between managers and residents. This strategy can maintain harmonious relationships in the long term.

Furthermore, optimization strategies can be implemented through the use of information technology. Digital systems can be used to monitor environmental conditions and involve the community. For example, a simple application could allow the public to report site damage. Technology can also be a digital promotional tool managed directly by residents. This way, the community plays a role not only in conservation but also in tourism marketing. The use of technology will accelerate the flow of information between the community and management. This strategy also supports the involvement of a younger generation familiar with the digital world. With technology, community participation can be more effective and efficient. This will strengthen Leang-Leang's position as a modern, culture-based tourism destination.

Overall, the strategy for optimizing community participation in Leang-Leang requires a comprehensive approach. Awareness, education, institutions, economics, technology, and collaboration must all work together. Without a comprehensive strategy, community participation

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will be temporary. With the right strategy, the community can play an active role and reap tangible benefits. This optimization not only preserves the prehistoric site but also improves local well-being. This aligns with the concept of sustainable tourism, which emphasizes a balance between conservation and utilization. The success of this strategy will make the community feel like both owners and protectors of the area. This way, Leang-Leang can continue to develop as a leading tourist destination. This optimization strategy is the foundation for sustainable community-based management.

4. CONCLUSION

Research on the role of the community in supporting Leang-Leang management shows that community involvement is crucial for the sustainability of the tourist destination. Community participation is evident in various forms, from maintaining environmental cleanliness, monitoring tourist behavior, to supporting government-initiated conservation programs. This collective awareness stems from the understanding that Leang-Leang is not only a local cultural heritage but also a valuable global asset. The community is also active in tourism education, such as acting as local guides who provide historical information and conservation regulations to visitors. This consistent support provides valuable social capital in maintaining the destination's sustainability. However, challenges remain, particularly regarding gaps in participation and limited supporting facilities. This situation demonstrates the need for closer synergy between the community, government, and the private sector. Without synergy, conservation efforts will not be optimal. Therefore, the community's role in Leang-Leang is a crucial foundation that must be continuously strengthened.

Optimizing community participation can be achieved through various inclusive and sustainable strategies. Local economic empowerment, conservation education, and skills training are key steps to increase community involvement. Support from the government and relevant parties must be directed at providing facilities, regulations, and intensive mentoring for local communities. With the right strategy, communities will become not only tourist attractions but also key stakeholders in destination management. This is crucial to ensure that tourism sustainability focuses not only on economic aspects but also encompasses environmental preservation and prehistoric cultural heritage. Active community involvement can also foster a strong sense of ownership in the Leang-Leang area. This will encourage the community to maintain and develop the area sustainably. Shared awareness, reinforced by institutional support, will be key to successful management. Therefore, Leang-Leang has a significant opportunity to become a best-practice example of community-based tourism in Indonesia.

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