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TOURISM AND SUSTAINABILITY AT THE CROSSROADS: GLOBAL–LOCAL INTERACTIONS IN BIRA, BULUKUMBA

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Abstract

Tourism in coastal destinations often embodies the tension between global influences and local realities. This paper explores the sustainable transformation of marine tourism in Bira, Bulukumba, one of Indonesia's prominent coastal resorts. The study investigates how global sustainability frameworks intersect with local community practices and how these dynamics shape the pathways toward responsible tourism development. Using a qualitative case study approach, the research employs in-depth interviews with stakeholders, field observations, and secondary data analysis. Findings reveal that global sustainability discourses—such as regenerative tourism, eco-certifications, and international market demands—have gradually influenced the operational models of Bira's resorts. At the same time, local communities emphasize cultural preservation, livelihoods, and traditional marine practices. The intersection of these perspectives has generated both opportunities and challenges: while eco-friendly initiatives and community-based tourism programs have emerged, issues of waste management, resource conflicts, and cultural commodification remain significant obstacles. The study concludes that Bira stands at a critical crossroads where global sustainability goals and local identity must be harmonized. The paper recommends collaborative governance, capacity building for local stakeholders, and integrated coastal management to ensure tourism contributes positively to ecological resilience and community well-being.

Keywords: *sustainable tourism, marine tourism, global–local interactions, Bira Bulukumba, coastal resorts*

1. INTRODUCTION

Tourism has emerged as one of the fastest-growing economic sectors globally, contributing nearly 10% of the world's GDP and supporting hundreds of millions of jobs. Within this sector, coastal and marine tourism plays a particularly significant role, accounting for approximately half of global tourism activities. In 2023 alone, it generated around US$1.5 trillion in economic value and supported over 52 million jobs worldwide (OECD (2024), 2024). The continued growth of this segment is driven by rising global incomes, improved transportation networks, and increasing demand for nature-based and experiential travel in coastal and island destinations (Sohn et al., 2021). Coastal and marine destinations attract international travelers with their diverse natural beauty—such as beaches, coral reefs, and marine wildlife—alongside opportunities for recreation, cultural immersion, and adventure (Fairuz Ramli & Badarulzaman, 2023). However, despite its strong contribution to economic growth, the rapid expansion of coastal and marine tourism also presents sustainability challenges, including coral reef degradation, coastal erosion, and climate-related

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vulnerabilities, which necessitate responsible and adaptive management to ensure long-term resilience and ecological balance (Lachs & Oñate-Casado, 2020).

Tourism has become one of the fastest-growing sectors worldwide, with coastal and marine destinations playing a significant role in attracting international travelers (Smith et al., 2023a). However, this growth has also triggered debates about sustainability, environmental degradation, and cultural impacts (Drius et al., 2019). In recent years, the concept of sustainability has evolved into regenerative tourism, emphasizing not only minimizing negative impacts but also creating positive contributions to ecosystems and communities (Duarte et al., 2024a).

Indonesia, as the world's largest archipelagic nation, has strategically positioned marine and coastal tourism as one of the key pillars of its national tourism development agenda, recognizing its vast potential to drive economic growth and promote regional development (Dharma Kuba et al., 2024). With more than 17,000 islands and one of the longest coastlines globally, the country's marine environments offer exceptional biodiversity and cultural richness that attract both domestic and international travelers (Laitupa, 2022). Within this national framework, Bira, located in Bulukumba Regency, South Sulawesi, stands out as a prominent example of Indonesia's coastal tourism destinations (E. Fachry, 2021). The area is renowned for its white sandy beaches, turquoise waters, vibrant coral reefs, and the world-famous tradition of phinisi boatbuilding, which symbolizes the region's maritime craftsmanship and cultural identity (Ali et al., 2024a).

However, the rapid expansion of tourism infrastructure—including resorts, dive centers, and recreational facilities—has brought with it a set of complex challenges (Banarsyadhimi et al., 2022). The increasing number of visitors, particularly during peak seasons, has intensified pressures on marine ecosystems, leading to coral degradation, waste accumulation, and coastal erosion (Calle-Triviño et al., 2025). Additionally, the commercialization of local traditions for tourism purposes poses risks of cultural commodification and the dilution of authentic community values (Bai & Weng, 2023). While tourism provides economic opportunities and diversifies livelihoods beyond traditional fishing and boatbuilding, it also introduces tensions between development and conservation, as well as between external investors and local communities (Smith et al., 2023b). As such, Bira represents a microcosm of the broader sustainability dilemma faced by many coastal destinations in Indonesia—how to balance economic growth with the preservation of ecological integrity and cultural heritage (Tresiana & Kartika, 2024a).

Previous studies have highlighted that the implementation of global sustainability frameworks—typically promoted by international NGOs, development agencies, and global tourism markets—often encounters significant challenges when translated into local contexts (Gocer et al., 2024). These frameworks, while well-intentioned, tend to reflect universal standards and market-oriented approaches that may overlook the social, cultural, and economic realities of destination communities (Krittayaruangroj et al., 2023). In the case of Bira, such tensions manifest clearly in the contrasting priorities of different stakeholders (Robinson, 1999). Resort operators, particularly those serving international tourists, tend to adopt sustainability measures that enhance their global competitiveness—such as eco-certification, plastic reduction programs, and environmentally themed branding (Baena & Cerviño, 2024). These efforts are often designed to meet the expectations of environmentally conscious travelers rather than to respond directly to local environmental or social needs (Khan et al., 2021).

In contrast, local communities view sustainability through the lens of livelihood security, cultural continuity, and equitable benefit distribution (Bentley & Halim, 2024a). For many residents, tourism is valued not only as a source of income but also as a means of preserving traditional practices such as phinisi boatbuilding, fishing, and local hospitality traditions (Riyanto et al., 2023). However, the influx of global sustainability agendas can sometimes marginalize local voices when external actors dominate decision-making or impose practices that are financially or technically unfeasible for small-scale operators (Alexander & Kelling, 2024). This divergence between global standards and local realities generates friction and negotiation, as communities attempt to adapt global sustainability norms to fit their own capacities and cultural logic (Nava & Tampe, 2023). Therefore, the case of Bira underscores the need for context-sensitive approaches that bridge global frameworks with local

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knowledge systems, ensuring that sustainability becomes not just a marketing label but a genuinely inclusive and culturally grounded practice (Throsby & Petetskaya, 2016).

This paper seeks to explore the interplay between global and local dynamics in shaping the trajectory of tourism development in Bira, South Sulawesi, a coastal destination undergoing rapid transformation. Specifically, it examines how global sustainability frameworks, such as eco-certification systems, regenerative tourism principles, and international marketing trends, are interpreted and implemented at the local level, and how these external influences interact with existing socio-cultural values, livelihood practices, and governance structures. The research is driven by two central questions:(1) How do global sustainability frameworks influence local tourism practices in Bira? (2) What strategies can harmonize global goals with local priorities to ensure long-term sustainability?

By addressing these questions, the study aims to uncover the mechanisms, tensions, and adaptive processes through which local actors—ranging from resort managers and government officials to community leaders and small-scale entrepreneurs—negotiate global expectations while maintaining their cultural identity and economic resilience. The investigation also seeks to identify practical pathways for achieving sustainable transformation, emphasizing inclusivity, community empowerment, and environmental integrity. Ultimately, this paper contributes to the broader discourse on glocalization in tourism, demonstrating how global sustainability paradigms can be meaningfully localized in developing coastal destinations. This approach not only provides insights into the complex socio-ecological systems of Bira but also offers lessons for other regions in Indonesia and the Global South striving to balance global sustainability demands with local realities (Tresiana & Kartika, 2024b).

2. RESEARCH & METHODOLOGY

2.1 Research Design

This study adopts a qualitative case study approach to provide a nuanced and context-specific understanding of the complexities surrounding tourism development in Bira. The case study method is particularly suitable for this research because it allows for a holistic examination of how social, cultural, economic, and environmental factors interact within a single geographic and community setting. Unlike quantitative approaches that focus on generalization, the case study emphasizes depth over breadth, enabling the researcher to capture the lived experiences, perceptions, and practices of local stakeholders involved in tourism activities.

Through this approach, the study seeks to uncover how global sustainability discourses—such as eco-certification, regenerative tourism, and environmental responsibility—are interpreted and implemented at the local level, and how these processes affect community livelihoods and ecological integrity. The qualitative nature of the research facilitates an interpretive understanding of stakeholder motivations, power relations, and adaptive strategies in response to tourism pressures. Moreover, the case study framework allows for contextual triangulation, combining interviews, observations, and document analyses to reveal the multidimensional character of tourism in Bira.

2.2 Data Collection

The study employed a qualitative research approach designed to capture a comprehensive understanding of the dynamics between tourism development, sustainability practices, and community engagement in Bira. Primary data were collected through in-depth interviews with five key stakeholders representing diverse perspectives in the tourism system—namely, resort managers, local community leaders, and tourism officials. These participants were selected through purposive sampling to ensure representation of both institutional and grassroots viewpoints. The interviews explored themes such as the implementation of eco-friendly practices, perceptions of sustainability, challenges in tourism governance, and the socio-economic impacts of tourism on local livelihoods.

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In addition to interviews, field observations were conducted to document on-site practices and interactions. These observations focused on resort operations, including energy and waste management systems, use of eco-certification standards, and visitor behavior related to environmental awareness. The researcher also observed community-based tourism initiatives, such as homestays, *phinisi* boat tours, and local craft markets, to assess how local culture and environmental stewardship were integrated into tourism offerings.

Complementing these primary data, document analysis was carried out to examine relevant government policies, local regulations, and academic literature related to tourism management and sustainability. This included reviewing regional tourism development plans, environmental regulations, and previous studies on coastal and marine tourism in Indonesia. The triangulation of these three data sources—interviews, observations, and documents—enabled a more robust and credible analysis, ensuring that findings were grounded in both empirical evidence and contextual understanding of Bira's evolving tourism landscape.

3. FINDINGS AND DISCUSSION

3.1 Global Influences on Tourism Practices

Global sustainability frameworks—such as eco-certification systems, regenerative tourism principles, and international marketing trends—have begun to shape the operational practices of resorts in Bira, reflecting a broader shift toward environmentally responsible coastal tourism (Ali et al., 2024b). These frameworks emphasize measurable sustainability standards, including efficient energy use, waste management, community engagement, and biodiversity conservation, and have become increasingly important to international travelers who prioritize sustainable experiences (Duarte et al., 2024b). In response, several resort operators in Bira have started implementing eco-friendly initiatives such as adopting solar energy to reduce fossil fuel dependence, minimizing single-use plastics, and promoting reef-safe sunscreens to protect marine ecosystems (Andrew, 2024). This transformation is largely driven by the expectations of international tourists, particularly divers from Europe and Australia, who associate environmental responsibility with quality and credibility (Pabel et al., 2023). Their preferences have motivated resorts to align with recognized global programs like Green Globe and Green Fins, which provide structured guidance for environmental management in hospitality and diving operations. However, the degree of implementation across Bira varies—while some resorts actively pursue green certifications and integrate sustainability into their brand identity, others face challenges related to limited financial resources, technical capacity, and local infrastructure. Despite these obstacles, the growing alignment with regenerative tourism principles signals a positive trend toward restoring and protecting Bira's natural assets, such as coral reefs and marine biodiversity, which are central to its tourism appeal. Ultimately, this shift toward sustainable and regenerative tourism not only meets international market expectations but also strengthens the long-term resilience of Bira's tourism ecosystem, ensuring that economic growth remains compatible with environmental preservation and community well-being (Radyahadi & Nurfara, 2024)

3.2 Local Realities and Cultural Practices

Local communities in Bira continue to depend heavily on marine-based livelihoods such as fishing and the traditional craftsmanship of *phinisi* boatbuilding, which remain central to their cultural and economic identity (Bong et al., 2024). The rapid development of tourism has brought both opportunities and disruptions to these communities. On one hand, tourism has opened new avenues for employment, entrepreneurship, and access to broader markets through hospitality, guiding services, and souvenir production. On the other hand, it has introduced competition for natural resources—particularly fishing grounds—and contributed to rising living costs, land value pressures, and changes in local consumption patterns (Thullah & Abdulai Jalloh, 2021). Many residents have sought to adapt by engaging in community-based tourism initiatives, including homestays, cultural tours, and participatory marine activities that showcase local traditions and lifestyles (Quang et al., 2023). These initiatives reflect an effort to ensure that tourism benefits are more equitably distributed and culturally grounded (Jackson, 2025). However, they face persistent challenges related to limited marketing reach, inadequate digital literacy, and a lack of managerial and language skills necessary to attract and serve international tourists effectively. Strengthening

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community capacity, promoting collaborative governance between residents and tourism operators, and integrating local knowledge into destination management are therefore essential to achieving a more inclusive and sustainable model of tourism development in Bira (Paddison & Hall, 2024).

3.3 Challenges at the Crossroads

Despite notable progress in adopting sustainable tourism practices, Bira continues to face several interrelated challenges that threaten the long-term balance between tourism growth, environmental preservation, and community well-being (Ali et al., 2024c). One of the most pressing issues is waste management, as the rapid influx of visitors has led to increased plastic and sewage waste, much of which ends up polluting coastal and marine ecosystems (Andolina et al., 2021). This not only endangers marine biodiversity but also undermines the very natural attractions that draw tourists to the area. Overcrowding during peak seasons further strains local infrastructure, with limited waste facilities, water supply, and transportation systems often unable to accommodate the surge in domestic visitors (Bollenbach et al., 2024). Additionally, cultural commodification has emerged as a growing concern, as local traditions—such as phinisi boatbuilding, dance, and crafts—are increasingly staged or simplified for tourist entertainment, risking the dilution of their cultural authenticity. Equally concerning is the power imbalance in tourism governance, where many resorts and tourism ventures are owned or controlled by external investors, leaving local residents with limited participation in decision-making processes and unequal access to economic benefits. These challenges underscore the urgent need for stronger regulatory frameworks, inclusive governance models, and community empowerment strategies to ensure that tourism development in Bira remains ecologically sustainable, socially equitable, and culturally respectful (Bentley & Halim, 2024b).

3.4 Opportunities for Sustainable Transformation

The intersection of global sustainability trends and local community dynamics in Bira presents a valuable opportunity to build a more inclusive and resilient model of coastal tourism (Latjuba & Sari, 2022). This convergence encourages the development of collaborative governance frameworks that bring together local communities, government agencies, and private-sector stakeholders to jointly plan, manage, and monitor tourism activities. Such partnerships can help align economic objectives with social equity and environmental stewardship. Another key opportunity lies in the creation of eco-tourism certification systems tailored to Indonesian contexts, which would recognize and reward resorts and community-based enterprises that adopt sustainable practices while respecting local cultural values and environmental conditions (Risfandini, 2024). Additionally, capacity-building programs for local entrepreneurs and community members are essential to enhance their understanding of sustainable business models, environmental management, and digital marketing, thereby enabling them to participate more fully in the tourism value chain. Finally, the implementation of integrated coastal management policies can help balance tourism expansion with the protection of marine and coastal ecosystems, ensuring that natural resources are managed holistically rather than sector by sector. Together, these approaches can transform Bira into a model of participatory and sustainable coastal tourism where global best practices are effectively adapted to local realities (Elegbede et al., 2023).

4. CONCLUSION

The analysis of Bira's evolving tourism landscape reveals a complex interplay between global sustainability influences, local socio-cultural realities, and emerging governance challenges. Global frameworks—such as eco-certification, regenerative tourism, and environmentally conscious marketing—have started to reshape operational practices in Bira's resort sector, signaling an encouraging shift toward more responsible and resilient tourism. However, the adoption of these practices remains uneven, constrained by financial limitations, infrastructural gaps, and varying degrees of awareness among local operators. At the community level, tourism has created new livelihood opportunities but has also disrupted traditional marine-based economies, particularly fishing and *phinisi* boatbuilding, while contributing to social change and environmental pressure. Persistent challenges such as waste mismanagement, overcrowding, cultural commodification, and unequal participation in decision-making underscore the fragility of Bira's coastal ecosystem and

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governance structure. Nevertheless, these tensions also create opportunities for transformation. Collaborative governance involving the public sector, private investors, and local communities offers a pathway to more inclusive and sustainable development. Tailoring eco-tourism certification to Indonesia's socio-cultural and ecological context, coupled with capacity-building initiatives for local entrepreneurs, can strengthen both competitiveness and stewardship. Moreover, integrated coastal management provides a strategic framework to harmonize tourism growth with ecosystem protection. Ultimately, the sustainable future of Bira depends on its ability to bridge global sustainability ideals with local realities—fostering a tourism model that not only supports economic prosperity but also safeguards cultural authenticity, social equity, and marine biodiversity for generations to come.

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