

THE ROLE OF LOCAL COMMUNITY ORGANIZATIONS IN SUPPORTING TOURISM VILLAGES (A STUDY IN PASSIMARANNU VILLAGE, SINJAI REGENCY, MARANNA BEACH TOURIST ATTRACTION)

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ABSTRACT

This study examines the role of local community organizations in the development of Passimarannu Tourism Village in Sinjai Regency, Indonesia. Building on a community-based tourism framework, the study explores how organizations such as Pokdarwis mobilize local resources, preserve cultural heritage, and promote sustainable tourism practices. Using a qualitative approach through observation, interviews, and document analysis, the research findings reveal that these organizations serve as key facilitators in managing tourism activities, coordinating stakeholder collaboration, and ensuring inclusive community participation. The results of the author's literature review indicate that local institutions play a significant role in the tourism sector. These institutions can increase community participation in tourist villages, develop the local economy, and foster sustainable social development. The author's recommendation is that local institutions can enhance their efforts by collaborating with the government to develop infrastructure, promote tourism practices internationally, and expand tourism education in secondary schools.

Keywords: *local communities, tourism villages*

1. INTRODUCTION

Tourism villages have emerged as a strategic model for promoting rural development by utilizing unique cultural and natural resources to attract visitors. In Indonesia, both the government and various stakeholders increasingly recognize that the success of tourism villages is not solely determined by the availability of tourist attractions, but also by the active participation of local community organizations. These organizations play a central role in mobilizing community resources, managing tourism activities, and preserving cultural heritage. Strengthening their capacity is therefore essential to ensure that tourism development generates long term benefits for community welfare and environmental sustainability.

Despite their significant contributions, local community organizations often face major challenges such as limited financial resources, inadequate infrastructure, and insufficient access to training or institutional support. In the case of Passimarannu Village, Sinjai Regency, these constraints risk undermining the sustainability of its tourism development. While community commitment is evident through the presence of Pokdarwis, there is still a lack of systematic understanding regarding how these organizations operate, what strategies they employ to address challenges, and to what extent they contribute to rural tourism development. Addressing this research gap is crucial for formulating policies and practices that can strengthen tourism villages in similar contexts.

According to the United Nations World Tourism Organization (UNWTO), tourism has received considerable attention in recent years as a potential vehicle for achieving sustainable development goals. However, tourism development is often associated with negative impacts, such as environmental damage, cultural exploitation, and even social inequality. Therefore, to prevent these negative impacts, the presence of local institutions is one solution because they can mitigate these impacts and coordinate resource use in tourist villages (Rani, F., et al., 2015). The purpose of this study is to identify the role played by local institutions in managing and utilizing existing resources in tourist villages. This study aims to understand how local institutions contribute to local economic development, cultural preservation, and environmental protection in tourist villages.

Community-Based Tourism (CBT) has been widely recognized in recent years as a strategic model for promoting sustainable development in rural areas by actively engaging local communities. Wibowo and Wijaya (2023) found that tourists are increasingly interested in meaningful interactions and participation in local activities rather than passive sightseeing. This demand encourages communities to create tourism experiences based on their cultural assets and traditional knowledge. According to Rahmawati and Prabowo (2022), CBT allows locals to take pride in their culture while monetizing tourism without losing their identity.

In a study by Saiti and Kaunda (2023), CBT was shown to increase local economic resilience while preserving cultural heritage, although still facing managerial and marketing challenges. This reflects the need for structured community empowerment supported by ongoing training and capacity building. Purwanto et al. (2022) emphasized that three key factors influence the success of village tourism development in Indonesia: community involvement, digitalization, and consistent policy support. Furthermore, Wulandari and Santosa (2021) highlighted that CBT empowers local communities by promoting ownership and participation in decision-making processes.

Empirical findings by Ismail et al. (2021) also reveal that strong motivation, opportunity, and local capacity are crucial elements in ensuring sustainable CBT in tourism villages. These studies underscore that CBT can be a transformative tool for community resilience if well-organized and institutionally supported. The multidimensional impacts of CBT demonstrate that the model's success depends on inclusive planning, stakeholder coordination, and long-term vision.

Local community organizations serve as the backbone of tourism village governance, yet they often face structural and operational limitations. Putra and Astuti (2021) reported that fragmented governance, overlapping roles, and unclear regulations often weaken the capacity of organizations like Pokdarwis in Indonesia. These challenges lead to inconsistent planning and reduced community engagement in tourism activities. Research by Simatupang and Wulandari (2023) in Gowa Regency found that the absence of coordinated stakeholder networks limited the effectiveness of CBT programs. Local organizations also struggle to access funding, training, and promotion tools, which are vital for professionalizing tourism management. According to Irawan and Handayani (2022), organizational constraints are further exacerbated by internal conflicts and elite domination within community structures. These limitations often hinder the development of democratic and inclusive tourism practices. Transparent governance and equitable participation are critical elements in overcoming such internal barriers. Therefore, institutional support should not only focus on infrastructure but also on improving organizational governance and leadership.

In addition to internal challenges, external institutional factors heavily influence the effectiveness of community organizations in tourism villages. Nugroho and Lestari (2020) observed that despite having formal structures, many community based tourism groups lack legal authority and recognition from local governments. This restricts their ability to make decisions, manage resources, or negotiate with external parties. Studies by Hidayat and Sari (2022) emphasize the need for decentralization policies that provide autonomy to grassroots organizations. Moreover, Rachman et al. (2023) found that local government programs often exclude community voices during the planning stages, which leads to misaligned priorities and inefficient project execution. Bureaucratic complexity and administrative burdens further complicate access to tourism grants and technical assistance. According to Syafitri and Kurniawan (2021), successful CBT governance requires multi

level collaboration involving community, private, and public actors. Building trust and establishing clear communication channels among these stakeholders is key to effective implementation. Therefore, improving legal frameworks and administrative coordination is fundamental to empowering local organizations

Capacity building has been widely recommended as a strategic response to the limitations faced by local tourism organizations. Wulandari and Sari (2023) argue that structured training in marketing, digital literacy, financial management, and sustainability practices is crucial for organizational improvement. Similarly, Hermawan and Riyanto (2022) note that mentoring and learning among tourism villages helps disseminate best practices and innovations. Government-led certification and accreditation programs can also enhance organizational credibility and attract more visitors.

Developing sustainable tourism villages requires an integrated approach that aligns economic goals with cultural preservation and environmental protection. Research by Prasetyo et al. (2023) on Nglanggeran Tourism Village demonstrates how combining traditional knowledge with modern infrastructure can create a balanced tourism ecosystem. In this model, local governance is shared among community leaders, youth groups, and tourism committees. The village's success in implementing digital ticketing, promoting local chocolate products, and conserving the landscape has earned international recognition. According to Astuti and Rahmawati (2022), such integration fosters resilience and long term competitiveness. Sustainability is not only achieved through profit but also through the maintenance of identity and quality of life. Yuliani and Ramadhan (2021) highlighted that innovation, leadership, and participatory governance are key drivers of village tourism sustainability. Digital tools and partnerships with external agencies enhance scalability and access to broader markets. These strategies show that tourism villages must adopt dynamic and context sensitive frameworks to remain viable in the long run.

Another strategy for ensuring sustainability is by strengthening cultural resilience through community driven tourism programming. In their study of Waerebo Village, Nugraha and Putri (2023) found that cultural rituals, architectural preservation, and indigenous knowledge systems were central to the tourism experience. These cultural assets were managed collectively through local institutions and integrated into visitor education and engagement. According to Susanti and Pratama (2022), tourism becomes sustainable when it respects local customs, supports cultural transmission, and avoids commodification. Community festivals, storytelling, and guided village tours serve not only as attractions but also as tools for cultural continuity. Moreover, financial transparency and benefit sharing arrangements ensure social equity and intergenerational support. Environmental stewardship is another critical aspect, with activities such as reforestation, waste management, and eco tourism gaining traction. These elements align with the global push toward regenerative tourism. Therefore, culturally sensitive and environmentally conscious strategies must be embedded in all stages of tourism village planning and implementation.

Finally, strategic collaboration among stakeholders is essential for building resilient tourism systems at the village level. Hartono and Setiawan (2020) emphasized the importance of partnerships between community organizations, local governments, universities, and private actors. These collaborations provide access to funding, technical assistance, and innovation. According to Dewi and Amalia (2021), tourism villages with strong networks tend to perform better in crisis response, marketing, and human resource development. Public-private partnerships help scale infrastructure projects and create employment opportunities. Cross village forums and tourism networks also facilitate knowledge exchange and collective bargaining. Meanwhile, community based monitoring systems ensure accountability and continuous improvement. Long term planning that integrates sustainability indicators allows communities to measure progress and adapt accordingly. Thus, sustainable tourism village development must be treated as a collaborative and adaptive process. Local organizations play a central role in this ecosystem, acting as connectors, innovators, and protectors of community interests.

2. RESEARCH & METHODOLOGY

This research uses a qualitative design with a case study approach to examine the role of local community organizations in the development of Passimarannu Tourism Village, Sinjai Regency. A qualitative design was chosen because it allows for in-depth exploration of social processes, organizational practices, and community interactions that cannot be adequately measured through quantitative techniques. Data were collected using three complementary techniques: direct observation of community tourism activities, semi-structured interviews with stakeholders, and document analysis of organizational records and local government regulations. Sampling was conducted using purposive sampling. Key informants included local community leaders, Pokdarwis members, village government representatives, and entrepreneurs involved in tourism-related initiatives.

3. FINDINGS AND DISCUSSION

Sinjai Regency has an area of 819.96 km² and a population of approximately 225,000. Geographically, Sinjai Regency consists of lowlands in the districts of North Sinjai, Tellulimpoe, and East Sinjai. It also has a unique archipelago consisting of nine islands in a row (Central Statistics Agency, Sinjai Regency 2020).

According to Gursoy et al. (2018), local institutions can improve the quality of tourism services by promoting cultural heritage preservation, environmental sustainability, and local entrepreneurship. This approach can also lead to the creation of a positive destination image, attracting more tourists, and generating higher revenues. Therefore, the author combines this understanding with several related theories to create a more complex discussion. The following theoretical approach is applied to maximize understanding of this article: *Community-based Tourism (CBT) Theory*. Community-based tourism theory focuses on the importance of community involvement and empowerment in tourism development. CBT theory involves local communities in the planning, management, and implementation of tourism activities, prioritizing the well-being of tourists and residents (Purmada et al., 2016). CBT theory is highly relevant to the topic of this article because it demonstrates that its foundations can help local institutions become effective facilitators for local communities by systematically determining the initial plans and operational mechanisms for institutional services.

3.1. The Role of Local Institutions in Utilizing Natural Resources in Tourism Villages

Community-based tourism (CBT) theory emphasizes the importance of involving local communities in tourism development and management, including the utilization of natural resources. Local institutions can act as mediators between local communities, tourism actors, and the government in regulating the sustainable use of natural resources. They can help ensure that tourism development is based on the needs and aspirations of local communities and involves them in the resulting economic and social benefits (Prakoso et al., 2020).

In this regard, local institutions can undertake several efforts, such as implementing natural resource recycling processes to reduce waste and conserve natural resources. The implementation of natural resource recycling processes by local institutions in tourism villages has a significant impact on reducing waste and conserving natural resources. Recycling is an important step in reducing negative impacts on the environment and promoting more efficient resource use. Local institutions in tourism villages can play a key role in directing and facilitating recycling activities at the community level. By reducing waste through recycling, tourism villages can reduce the burden on landfills and avoid environmental pollution.

Furthermore, through recycling, tourism villages can optimize the use of locally available resources and reduce dependence on new resources. This helps maintain the sustainability of tourism villages and prevents overexploitation of the natural environment that serves as a tourist attraction. Beyond environmental benefits, recycling also creates local economic opportunities by developing recycling programs and businesses that involve the local community. This can increase community

income and stimulate the local economy, while still prioritizing sustainability. Therefore, the implementation of natural resource recycling processes by local institutions in tourism villages is an important step in minimizing waste, conserving natural resources, and building sustainable communities. For example, recycling paper and plastic reduces the need for raw materials from natural sources and reduces energy consumption. Local institutions can also seek to invest in renewable energy sources such as wind, solar, and hydropower, as these can help reduce dependence on non-renewable resources like oil.

3.2. Utilization of Social and Cultural Resources

Community-based Tourism (CBT) theory is also relevant in analyzing the role of local institutions in the utilization of social and cultural resources because it emphasizes tourism development that involves community participation and protects cultural heritage. Local institutions can act as tourism destination managers, promoting sustainable tourism practices and maintaining the uniqueness of local cultures. They can help regulate access to social and cultural resources, involve communities in decision-making regarding tourism development, and ensure that the economic and social benefits of tourism are distributed equitably to local communities. By applying the principles of community-based tourism theory, local institutions can help ensure the sustainable utilization of social and cultural resources, protect cultural heritage, and improve the well-being of local communities.

3.3. Local Institutions as Drivers of Village Tourism Community Participation



Figure 1: Marannu Beach tour, Passimarannu Village

The role of local institutions as drivers of community participation in tourism villages can foster social inclusion. Social inclusion is the process of ensuring that all community members can fully participate in economic, social, and political activities. Local institutions are better positioned to promote social inclusion because they are closer to the community and have a better understanding of its needs (Sidiq & Resnawaty, 2017). For example, local institutions might develop specialized services that allocate resources to traditionally marginalized groups, such as women, minorities, or people with disabilities. In this way, local institutions can ensure that all community members have access to resources that can help them fully participate in the economic, social, and political life of the community.

The role of local institutions in driving community participation not only benefits the community but also provides unique and authentic tourism experiences for tourists. Local institutions serve as intermediaries that coordinate cooperation between tourists and local communities, ensuring that tourism development is sustainable and beneficial to the local economy (Gursoy et al., 2018).

3.4. Local Institutions as Drivers of the Local Economy in Tourism Villages

One community development effort can include job creation programs through MSMEs and the implementation of Village-Owned Enterprises (BUMDes) as local investments, all aimed at empowering individuals and creating a more independent and resilient community. Local institutions, acting as coordinators of resource utilization, can help drive local economic development. Economic development is the process of improving the economic well-being of a community. Local institutions can help promote local economic development by identifying opportunities for economic growth, such as small businesses or local industries. By providing business opportunities for local communities in tourist villages, local institutions can help create jobs and improve the standard of living of community members (Meyer & Meyer, 2015).

For example, local institutions can facilitate community demand by granting permits for tourism-based activities such as lodging in specific locations, handicraft production, or cultural performances. This can generate new income or even enhance existing local community-owned businesses. Community-based Tourism (CBT) theory is also relevant in analyzing the role of local institutions as drivers of the local economy in tourist villages because it emphasizes tourism development that involves community participation and protects cultural heritage. Local institutions can play a role in developing and managing the tourism sector in tourist villages with a community-based approach. They can help develop tourism products and services that reflect the culture and uniqueness of the village, market tourism destinations effectively, and ensure equitable participation and economic benefits for local communities. By applying the principles of community-based tourism theory, local institutions can help create a sustainable local economy in tourist villages, involve communities in decision-making and management of tourism resources, and improve the quality of life of local communities through increased income and employment opportunities.

3.5. Local Institutions as Economic Development Providers Sustainable Tourism in Villages Tourism

One way to utilize tourism village resources is to allocate resources to various groups and individuals within the community. Allocating resources to various groups and individuals allows for more efficient and optimal utilization. In tourism villages, there are various types of resources, including land, water, energy, and labor. By allocating these resources to various groups and individuals, each entity can utilize them according to their needs and expertise. For example, a farmer group can manage agricultural land, a craftsman group can use energy and raw materials for craft production, and a tourist group can utilize the facilities and services provided by the village community. This way, each group can focus on using resources that align with their skills and interests, resulting in better results. In the context of tourism village resource utilization, resource allocation is needed as a process for determining resource use across diverse projects, not just a single service area. Local institutions have a better understanding of the needs and priorities of their community members, which makes them better able to allocate resources where they are needed most. For example, from a Social Capital Theory perspective, local institutions such as village cooperatives in Lombok can allocate capital to woven cloth artisans and local fishermen, then collaborate with the Karang Taruna (Youth Organization) to design unique and contemporary marketing techniques.

4. CONCLUSION

The results of the author's literature review indicate that local institutions play a significant role in the tourism sector. These institutions can increase community participation in tourist villages, develop the local economy, and foster sustainable social development. The author's recommendation is that local institutions can enhance their efforts by collaborating with the government to develop infrastructure, promote tourism practices internationally, and expand tourism education in secondary schools.

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