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THE IMPLEMENTATION OF COMMUNITY BASED TOURISM (CBT) IN SAMALONA ISLAND, MAKASSAR

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Abstract
This study aims to analyze the level of community involvement on Samalona Island in the management and development of Community-Based Tourism (CBT), encompassing aspects of participation from planning to implementation of tourism activities. Furthermore, this study also aims to identify tourist perceptions of service quality, attractions, and the active role of local communities in supporting tourism management on Samalona Island. The research method used a qualitative approach through direct interviews with tourism managers and tourists, as well as field observations.The research results show that the Samalona Island community is directly involved in various aspects of tourism, such as providing homestays, boat transportation services, marine tourism packages, and additional activities like banana boat rides and beach cleanliness. This involvement demonstrates a spirit of mutual cooperation, although challenges remain, particularly in the management of waste, which is not well-organized due to minimal government support. Other obstacles faced by the community include damage to facilities due to the rainy season and limited formal training to improve service capacity. Nevertheless, the community continues to strive to maintain the sustainability of tourism through simple initiatives such as beach cleanups and collaboration with students conducting environmental conservation programs. This role demonstrates that the community is not only a service provider, but also a key driver in maintaining tourist attractions. From a tourist perspective, perceptions of Samalona Island are quite positive. Tourists consider the services provided by the community adequate, marine tourism attractions such as snorkeling, diving, and the beauty of the beaches very attractive, and the friendly attitude of the community adds value to the travel experience. Tourists also see the role of the local community as crucial in improving the quality of visits and creating an authentic tourism atmosphere. This study concludes that the implementation of CBT on Samalona Island has been quite successful because the community is the main actor in tourism management. However, sustainable tourism development requires further support, particularly in terms of environmental management, community capacity building, active government involvement, and more targeted tourism promotion strategies to attract domestic and international tourists.

Keywords: *community based tourism, samalona island, community involvement, tourist perception, sustainable tourism.*

1. INTRODUCTION

Community-Based Tourism (CBT) is also a sustainable tourism method that emphasizes destination management by local communities as a primary focus. This method also increases community ownership and accountability for the destination. "CBT also enhances community capacity through training and mentoring so they can compete in the global tourism market" (Sayuti et al., 2022). This concept is crucial for implementation on Samalona Island because the island is highly vulnerable to environmental degradation due to uncontrolled tourism practices. Community-Based Tourism can also reduce dependence on external parties, who typically fail to maintain a balance between conservation and development. Beyond environmental aspects, the importance of Community-Based Tourism on Samalona Island also stems from social and cultural aspects. CBT can empower local

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communities through skills training, capacity building, and strengthening cultural identity (Wearing & McDonald, 2020).

Community-Based Tourism (CBT) has been elaborated by many scholars as a tourism model that prioritizes local communities. This idea is considered important because it allows communities to control, manage, and directly benefit from tourism operations. Early authors such as Bramwell and Lane (1993) emphasized that sustainable tourism must prioritize community involvement in destination planning. Research on CBT has also developed within the broader literature as a strategy for sustainable tourism development. Stem et al. (2003) add that community participation in tourism can be classified into several forms, each of which impacts the benefits derived by the community. Other empirical studies indicate that the success of CBT depends heavily on policy support and community managerial capacity (Tosun, 2000). This focus on capacity within the community empowerment approach makes CBT a crucial paradigm in general policies for sustainable local development.

The implementation of CBT on Samalona Island is significantly impacted by several interconnected strategic factors. Community empowerment remains a major issue, with a lack of training and capacity-building activities leading communities to rely more on self-study in managing tourism potential. Yanti et al. (2024) emphasized that active community participation and government support are crucial factors in determining the success of community-based tourism destination development. Similarly, Landjani et al. (2024) found that supporting and inhibiting factors directly impact CBT implementation, necessitating strategies that strengthen potential and minimize obstacles to tourism development. This demonstrates the need for ongoing interventions in the form of training, coaching, and mentoring to better prepare the community for tourism challenges. Furthermore, tourism product development is also a challenge, as Samalona's tourist attractions are limited and have not been optimally developed to provide a variety of experiences to tourists. A monotonous tourism product can reduce visitor interest and hinder the sustainability of the destination.

To achieve the Community-Based Tourism (CBT) targets on Samalona Island, an emphasis is needed on strengthening the capacity of local communities as key tourism actors. The main recommendation is the provision of ongoing training on tourism management, services, and digital promotion to ensure the community can compete in the modern era. Furthermore, diversification of tourism products such as marine tourism, local culinary delights, and cultural attractions is needed to prevent monotonous tourist visits. Setiawati, L. (2021) stated that these benefits can only be achieved if CBT is designed with a participatory approach, where local communities are truly involved in the planning, decision-making, and management of tourism activities. Support from the government and other stakeholders is also a key factor in long-term success. The government and stakeholders also proposed establishing regulations to support collaboration, while simultaneously providing access to adequate funding and adequate facility infrastructure. Setiawati, L. (2021) stated that transparency and community participation in the decision-making process are also crucial factors for CBT to be truly oriented towards the interests of local communities. With the incorporation of suggestions earlier, CBT in Samalona Island can be operated more efficiently, sustainably, and yielding real benefits to human welfare.

2. RESEARCH & METHODOLOGY

This study uses a descriptive qualitative approach to better understand the implementation of Community-Based Tourism (CBT) on Samalona Island, Makassar. This approach was chosen because it allows for direct exploration of local community involvement as managers of tourism activities, as well as tourist perceptions of the quality of services and attractions available. This type of research allows researchers to observe how local community involvement influences the sustainability of tourist destinations. Data were collected through interviews with community members directly involved in management, such as homestay owners, boat providers, food vendors, and visiting tourists. In addition, researchers also conducted direct field observations to observe how the community provides services, protects the environment, and supports daily tourism activities.

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Data from interviews with managers and tourists were combined with observational results and supporting documents such as existing research to strengthen the research findings. Informants were determined based on criteria such as active involvement in island management, challenges faced, and opportunities for developing community-based tourism on Samalona Island.

The research technique in this study was conducted through direct interviews with managers and tourists and field observations. Direct interviews were conducted with local residents who act as tourism managers. Interviews with managers were conducted to understand the form of community involvement in tourism management on Samalona Island. Meanwhile, interviews with tourists were conducted to determine their perceptions of services, community attitudes, the quality of attractions, and the impact of local community involvement on the tourism experience. Interview questions were formulated in simple language so that respondents could answer based on their own experiences. Furthermore, researchers also conducted field observations to directly observe tourism activities, community interactions with tourists, and environmental management. These observations can strengthen the interview findings because researchers can compare respondents' answers with actual conditions.

The data analysis in this study was conducted qualitatively. Data from interviews and observations were transcribed and then sorted according to the topic of Community-Based Tourism on Samalona Island. Relevant data were then grouped into several themes, such as community involvement, service quality, tourist attractions, and environmental management. The data was then presented in narrative descriptions for easier understanding. Researchers also compared findings from managers, tourists, and supporting documents to strengthen the research findings. To ensure accuracy, source triangulation was conducted to enhance the reliability of the information. In this way, data analysis can provide a clear picture of the implementation of CBT on Samalona Island and the challenges faced.

3. FINDINGS AND DISCUSSION

3.1 An Offer View Of Samalona Island

Samalona Island is a small island located west of Makassar City, South Sulawesi, and is a popular marine tourism destination for both local and international tourists. The island covers an area of approximately 2.34 hectares, boasting pristine white sandy beaches and crystal clear turquoise waters. Samalona Island's underwater beauty is renowned for its pristine coral reefs, making it a popular spot for snorkeling and diving. Furthermore, the island also boasts a World War II shipwreck that serves as a habitat for marine life. The local population largely relies on tourism and fishing for their livelihoods. Access to Samalona Island is relatively easy by motorboat from Kayu Bangkoa Pier in Makassar, taking approximately 30 minutes. With its natural charm, Samalona Island has great potential for development through the concept of community-based sustainable tourism

Samalona Island has significant potential for development as a sustainable, community-based tourism destination. Its proximity to downtown Makassar provides easy access for tourists, opening up opportunities for a significant increase in visits. The local government, along with tourism stakeholders and the local community, plays a crucial role in driving development by maintaining a balance between environmental preservation and economic growth. An appropriate development strategy is needed to optimize the island's natural and cultural potential, such as its beautiful beaches and ecosystems. Building community skills in tourism management is also a focus so they can become key players and benefit from this sector. Various promotional efforts and facility improvements are also crucial to attracting more tourists. This development is expected to not only boost the local economy but also strengthen cultural identity and protect the environment. Thus, Samalona Island can serve as an example of a marine tourism destination that prioritizes the principles of sustainability and community empowerment.

The people living on Samalona Island play a crucial role as community-based tourism managers, supporting the local economy. They provide services such as homestay accommodation,

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boat rentals, marine tourism packages, and serve unique seafood dishes that appeal to visitors. Active community involvement allows them to directly benefit economically while maintaining their responsibility to preserve the island's environment. The local government supports this by providing training and facilitation to tourism awareness groups to ensure more professional management. The community also provides various supporting facilities, such as snorkeling equipment and beach equipment for tourists. However, challenges remain, particularly in waste management and maintenance of tourism infrastructure. Community participation as managers also strengthens a sense of togetherness and solidarity among residents. This management model makes tourism development more sustainable and inclusive for the community.

Tourists visiting Samalona Island typically seek a pristine and natural setting, far from the hustle and bustle of mass tourism. They directly experience the beauty of healthy coral reefs while snorkeling and diving. Furthermore, the friendly and welcoming locals enrich their travel experience. Activities like banana boat rides and beach exploration are also popular with visitors. Tourists often purchase food and souvenirs from local vendors, boosting the island's economy. The numerous interactions between visitors and the local community make the experience more authentic and meaningful. However, visitors hope that facilities like toilets and trash cans will continue to be improved. Tourist contributions have a clear positive impact on the well-being of the local community.

The community-based management of the Samalona Island tourist destination has received attention from various parties, including the local government and non-governmental organizations. The Makassar City Tourism Office actively conducts training to improve the professionalism of tourism managers and meet infrastructure needs. Collaboration between the community, government, and businesses helps maintain a balance between environmental conservation and economic development. Local residents are encouraged to maintain the cleanliness and sustainability of the island to ensure the destination remains attractive and functions optimally. Environmental conservation activities such as maintaining coral reefs and maintaining clean beaches are prioritized. The government strives to strengthen coordination between various parties to support the integrated development and management of the island. Empowering the community as managers is key to the success of tourism development on the island. With this approach, Samalona Island can grow as a sustainable tourism destination and provide broad benefits.

3.2 Analysis Of The Level Community Involvement In Samalona Island Management

To implement Community-Based Tourism (CBT) in Samalona, local communities are directly involved in managing and developing various tourism sectors. They provide homestay accommodation, boat transportation services, trip packages, and other activities such as banana boat rides, as well as maintaining the island's cleanliness. This community involvement demonstrates a spirit of togetherness, despite several challenges, particularly in waste management, which is suboptimal due to minimal support from the local government. Weather conditions during the rainy season also pose challenges, as tourist facilities are prone to damage and tourist visits decline drastically. Through CBT, they are not just service providers but also key actors in tourism and environmental preservation on Samalona Island. This provides added value for visitors who experience a more authentic tourist atmosphere. Therefore, CBT is a highly relevant tourism development approach for this small island.

According to tourists, the services provided by the island community are well-received, as the locals demonstrate a friendly and welcoming attitude that enriches the tourism experience. Marine tourism activities such as snorkeling, diving, and the charm of the beaches are popular main attractions. Visitors also appreciate the active role of the local community in creating unique and authentic tourism experiences. This level of participation allows tourists to feel closer to the culture and daily life of the local community. This kind of interaction adds value to the visit, making it more than just a casual trip. However, tourists also note the need for improvements in environmental management and supporting facilities to enhance comfort. This positive perception is a key asset in

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efforts to make the destination more sustainable. With support in various aspects, Samalona can compete as a leading tourist destination.

From a social perspective, the implementation of CBT has increased solidarity and a sense of community among Samalona residents who participate in tourism management. Community participation, including women and youth, has become more active, opening up employment opportunities and inclusive empowerment. The community has benefited from limited training to improve skills in tourism services and destination management. This has contributed to improving service quality and community capacity in addressing tourism management challenges. Furthermore, efforts to develop community-based tourism have strengthened the preservation of local culture and protected the natural environment. Despite facing several challenges, such as waste management and facility repairs, the community remains optimistic and takes the initiative to improve. The sustainability of CBT will depend on the active role of the government and the collaboration of all relevant parties. Through collaborative efforts, CBT in Samalona can become a successful example of local community empowerment and conservation.

From an environmental perspective, CBT motivates the community to protect coral reefs and coastal ecosystems, the island's primary assets. Awareness of the importance of conservation grows through collaborative participation, environmental education, and collaboration with experts and students. Community-based tourism management also allows for customary and local regulations to regulate tourism activities for the sake of environmental sustainability. However, the lack of waste management infrastructure remains a major obstacle that needs to be addressed to prevent disruption to the island's natural environment. Developing more diverse tourism products and increasing community capacity are key to attracting more visitors while maintaining the destination's sustainability. This way, Samalona can maintain its natural appeal and provide sustainable socio-economic benefits. CBT offers a tourism management model that balances development and conservation, making Samalona an ethical and competitive marine tourism destination.

The level of community involvement is also influenced by internal factors, namely the land ownership and management structure, which is divided into several family areas. While this division allows for more focused management, it also has the potential to lead to fragmentation if coordination between families is not optimal. Despite this, the study found that the spirit of togetherness and solidarity among residents remains quite strong. They recognize that sustainable tourism depends heavily on cooperation and strong social cohesion. Therefore, despite the management segmentation, the common goal of advancing the island remains a unifying force.

Community participation in CBT on Samalona Island also encompasses destination promotion and marketing. Several managers actively seek out tourists through social media platforms and organize open trips to attract visitors from outside the region, such as Jakarta. These efforts demonstrate the community's adaptability to the development of modern tourism. They no longer rely solely on spontaneous visits but have begun to build a more structured marketing network. These independent promotional initiatives are a positive indicator of the community's independence and capacity to manage the destination.

However, community participation still faces external obstacles, particularly climate and weather. During the westerly or rainy season, tourist visits experience a drastic decline, directly impacting community income. Furthermore, severe weather also causes damage to tourist facilities, such as iconic destinations being damaged by large waves. This situation highlights the vulnerability of the island's tourism economy, which is highly dependent on natural conditions. Communities need mitigation strategies and government support for facility restoration to address these seasonal impacts.

From a capacity perspective, community engagement still requires improvement through more formal training and mentoring. Currently, management knowledge and skills are largely self-taught and through limited education provided by universities conducting research. Training in service delivery, business management, and digital promotion would be instrumental in improving overall service quality. This capacity building is crucial for communities to compete more professionally and provide higher-quality tourism experiences.

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The role of gender and social inclusion in participation is also evident, as not only men are involved, but also women and youth. Women play a role in homestay management and culinary activities, while youth are involved in tour guiding and water ride operations. This involvement creates a more inclusive empowerment space and encourages a more equitable distribution of economic benefits. This aligns with the CBT principle, which emphasizes the participation of all community elements.

Interviews with managers revealed that the community's greatest hope is for more concrete support from the local government, particularly in waste management and supporting infrastructure improvements. They hope the government will provide sustainable solutions to the waste problem, which has long been a major challenge. Support in the form of regular training and facility assistance is also sought to improve management capacity. Synergistic collaboration between the community, government, and academics is considered key to ensuring the sustainability of CBT.

3.3 Community Based Tourist (CBT) Development Strategy On Samalona Island

The Community-Based Tourism (CBT) development strategy on Samalona Island must focus on strengthening the capacity of the community as the primary actors. This strategy needs to be designed to address the limitations of formal training currently faced by managers. Ongoing training programs should cover aspects of excellent service, small business management, and the fundamentals of digital marketing. This skill enhancement will equip the community to compete in the increasingly competitive era of modern tourism. Furthermore, technical assistance from the government or tourism consultants is essential to ensure effective implementation. Training should not be a one-time event but rather a continuous program that adapts to evolving tourism trends. Therefore, human resource capacity building is a key foundation for the success of a long-term development strategy. This strategy will ultimately empower the community to manage their destination more professionally and independently.

Diversifying tourism products and packages is the next key strategy to avoid monotony and extend tourist stays. Existing marine tourism packages, such as snorkeling and diving, need to be complemented by unique supporting activities. Developing educational tourism, such as exploring coral reef ecosystems or the maritime culture of fishing communities, can add value. Community involvement in serving authentic seafood dishes should also be optimized as a unique attraction. Creating tourism packages that combine natural, cultural, and culinary elements will create a more comprehensive tourism experience. This diversification strategy aims to attract a more diverse tourist segment and increase the average income per tourist. Innovation in creating memorable tourism experiences will make Samalona Island stand out among similar destinations. Therefore, exploring local potential to create new tourism products is absolutely necessary.

A strategy for strengthening tourism management groups' institutions is crucial for creating transparent and accountable governance. Communities need to be encouraged to form or revitalize representative and inclusive tourism awareness groups (Pokdarwis). Strong institutions will facilitate coordination between management groups, which are currently fragmented. Furthermore, these institutions will serve as equal partners for the government and investors in destination development planning. Institutional strengthening also includes the creation of a clear and accountable financial management system. Transparency in the distribution of revenue from tourism activities will strengthen trust and solidarity among community members. This strategy is the backbone of collective and sustainable management. A healthy institution is key to avoiding conflict and ensuring the equitable distribution of tourism benefits.

Implementing a sustainable environmental management strategy is non-negotiable for the future of tourism on Samalona Island. This strategy must specifically address waste management, currently a major weakness. The local government needs to collaborate with the community to design and build an integrated waste management system tailored to the island's conditions. Developing basic infrastructure, such as segregated waste bins and a regular transportation system to the mainland, is a critical first step. Furthermore, joint regulations limiting the use of single-use plastics within the island area are essential. Educational programs for tourists about the importance of

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maintaining cleanliness should also be part of this strategy. Community involvement in regular coral reef monitoring and maintenance programs also needs to be increased. With this strategy, environmental sustainability, as a key attraction, can be maintained for future generations.

An effective, digitalized marketing and promotional strategy is essential to expanding the reach of the tourist market. Communities need to be equipped with the skills to utilize social media and digital platforms to independently promote their destinations. Creating creative content that highlights the natural beauty and authenticity of local cultural experiences will be highly engaging. In addition to online promotions, collaboration with travel agents in Makassar and other major cities needs to be strengthened. Participation in regional and national tourism events can be an effective promotional tool to reach a wider market. Marketing strategies should emphasize Samalona Island's unique selling point: its authentic and sustainable CBT experience. Utilizing digital technology will enable Samalona Island to be recognized by potential tourists without having to rely on external promotions. Targeted promotions will increase visitation and build a strong destination brand.

Building strategic and mutually beneficial partnerships with various stakeholders is a smart development strategy. Partnerships with local governments are crucial for securing policy support, infrastructure, and funding for training programs. Collaboration with educational institutions, such as tourism polytechnics, can provide access to research, training, and expertise. Partnerships with socially responsible private companies can also be explored for investments that do not undermine local wisdom. The role of NGOs focused on environmental conservation can also be leveraged for preservation programs. This partnership strategy must be based on the principle of equality and respect for community ownership and management. Strong stakeholder networks will accelerate development and open access to previously limited resources. Good partnerships are a catalyst for achieving sustainable tourism development goals.

Developing appropriate and environmentally friendly supporting infrastructure is a strategy that should not be overlooked. Improving and expanding basic facilities such as public toilets, handwashing facilities, and adequate trash receptacles is a priority. The infrastructure built should be environmentally friendly, for example, by utilizing solar energy for street lighting or providing homestays. Improving docks and secure boat storage is also necessary to support transportation activities. Infrastructure development strategies must involve the community in their planning and implementation to ensure long-term acceptability and maintenance. Infrastructure development should not be massive and must be tailored to the island's limited environmental carrying capacity. Adequate infrastructure will enhance tourist comfort while maintaining the island's ecological sustainability. Wise investment in infrastructure will directly and significantly enhance the tourism experience.

Special strategies are needed to address seasonal challenges that cause drastic fluctuations in tourist visits. During the rainy season, when tourist arrivals decline, activities can be diverted to facility maintenance and internal community training. Developing tourism packages that are less dependent on sunny weather, such as culinary tours or cultural workshops, can be an alternative. Special promotions for the low season with more competitive prices can also attract specific tourist segments. This strategy aims to create more stable economic activity throughout the year for the community. Preparation and mitigation for facility damage due to inclement weather should also be part of the planning. Wisely managing seasonal fluctuations will reduce the economic vulnerability of the managing community. Income stability is crucial for sustainable community well-being.

A strong destination identity and branding strategy must center on the Community-Based Tourism narrative. Samalona Island needs to be positioned as a destination that offers authentic tourism experiences, directly interacting with the local community. Every promotional activity should convey a story about the community's role and involvement in preserving their island. Strong branding will differentiate Samalona Island from other mass-market marine destinations that only offer natural beauty. A logo and tagline that reflect the values of togetherness, sustainability, and authenticity need to be developed in collaboration with the community. This branding strategy will attract tourists with a particular interest in sustainable and responsible tourism. A strong identity will

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build tourist loyalty and attract the right type of traveler. Good branding is about selling value and experiences, not just products.

And the last, a participatory monitoring and evaluation (M&E) strategy needs to be implemented to measure the success and impact of CBT development. Success indicators should encompass not only economic aspects, but also social and environmental aspects. The community should be actively involved in this monitoring process to foster a sense of ownership of the development program. Regular evaluations will help identify problems early and adjust ongoing strategies. Monitoring data, such as tourist numbers, revenue, and environmental conditions, will form the basis for objective decision-making. A sound M&E strategy ensures that CBT development remains on track and delivers benefits according to its initial objectives. A feedback mechanism from tourists should also be part of the evaluation system to improve service quality. With this strategy, the development of Samalona Island can be continuously refined towards truly sustainable and empowering tourism.

4. CONCLUSION

The implementation of Community-Based Tourism (CBT) on Samalona Island has demonstrated success in encouraging active and multidimensional participation from the local community. Local residents act as key drivers throughout the tourism value chain, from providing homestay accommodations and boat transportation services to managing marine tourism packages. Their involvement focuses not only on economic aspects but also includes environmental conservation efforts through initiatives such as community beach cleanups. The direct interaction between tourists and the community creates an authentic tourism experience and enriches the visit. However, this model still faces several significant challenges, particularly related to a suboptimal waste management system due to limited government infrastructure support. Fluctuations in visitation due to seasonality and limited human resource capacity also impact income stability and service quality. Nevertheless, a strong spirit of mutual cooperation and self-reliance among residents provides a solid foundation for the sustainability of CBT. Therefore, it can be concluded that the central role of the community is key to creating sustainable destination governance.

To ensure the sustainability and optimize the future potential of CBT, a comprehensive and integrated development strategy is required. Priority measures include strengthening community capacity through ongoing training programs in service delivery, business management, and digital marketing. Diversification of tourism products and packages is also crucial to avoid market saturation and extend tourist visits. Furthermore, strengthening the institutional framework of tourism management groups is essential to create transparent, accountable governance and facilitate coordination. Environmental issues, particularly sustainable waste management, must be addressed through close collaboration with local governments. Effective marketing strategies and building a strong destination image are necessary to expand market reach and attract responsible tourists. Strategic partnerships between the community, government, academia, and the private sector are crucial for the successful implementation of all these plans. By implementing these strategic steps, Samalona Island has the potential to become a successful example of a sustainable, equitable, and prosperous community-based marine tourism destination.

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