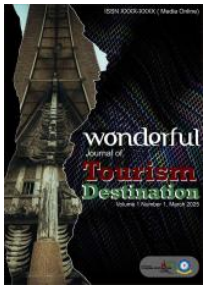
Wonderful - Journal of Tourism Destination, Page 48-55, Volume 1 No.2 (20266)
ISSN (Online): xxxx-xxxxX
DOI: 10.33649/wjotd.v1i1.xxx
Diterima : 29 Mei 2026/ Revisi: 08 August 2026/ Diterima: 08 August 2026

WONDERFUL: JOURNAL OF TOURISM DESTINATION
https://journal.poltekparmakassar.ac.id/index.php/WJoTD



Natural Resource Potential as a Driver of the Local Economy in Lantebung Tourism Village

Asya Karima[1] Nurul Rahma[2] Cahyani[3] Devin Krisnal Bandolan[4] Anda Prasetyo Ery[5]
[12345]Diploma 4, Kepariwisataan, Politeknik Pariwisata Makassar, Sulawesi Selatan, Indonesia, 90224
*Corresponding author's email : asyasasa23@gmail.com

Abstract
This study explores the potential of natural resources as a driver of local economic development in Lantebung Tourism Village, Makassar, South Sulawesi. Using a qualitative method involving interviews, observations, and document analysis, the research examines how the mangrove ecosystem supports sustainable tourism initiatives. Findings indicate that the mangrove forest plays a dual role as an ecological asset and a tourist attraction, contributing to increased community income. However, community participation remains limited, with active involvement found only in a few areas such as ticketing and parking services. The former community-based initiatives like Pokdarwis and mangrove crab cultivation have become inactive due to limited awareness, training, and funding. The study recommends revitalizing community institutions, establishing structured capacity-building programs, and creating funding mechanisms through partnerships. The research contributes to the understanding of how nature-based tourism can drive local economies and highlights the importance of empowerment for sustainability.
Keywords: sustainable tourism, community participation, mangrove, ecotourism, local economy

Abstrak
Penelitian ini mengkaji potensi sumber daya alam sebagai penggerak ekonomi lokal di Desa Wisata Lantebung, Kota Makassar, Sulawesi Selatan. Metode yang digunakan adalah kualitatif dengan teknik wawancara, observasi, dan analisis dokumen. Hasil penelitian menunjukkan bahwa ekosistem hutan mangrove berfungsi ganda sebagai aset ekologis dan daya tarik wisata, serta berkontribusi dalam meningkatkan pendapatan masyarakat. Namun, pelibatan masyarakat masih terbatas, hanya mencakup sektor parkir dan loket tiket. Program berbasis komunitas seperti Pokdarwis dan budidaya kepiting bakau yang sebelumnya aktif kini tidak berjalan akibat rendahnya kesadaran, pelatihan, dan dukungan pendanaan. Penelitian ini merekomendasikan revitalisasi kelembagaan masyarakat, pengembangan pelatihan secara terstruktur, serta penyediaan skema pendanaan melalui kemitraan. Temuan ini memberikan kontribusi dalam memahami bagaimana pariwisata berbasis sumber daya alam dapat mendukung pembangunan ekonomi lokal serta menekankan pentingnya pemberdayaan masyarakat untuk mencapai keberlanjutan.

Kata kunci: pariwisata berkelanjutan, partisipasi masyarakat, mangrove, ekowisata, ekonomi lokal

Copyright: ©2024 Open Access/Author/s – Online (a Creative Commons Attribution-ShareAlike 4.0 International License)

1. INTRODUCTION

Indonesia is widely recognized as a country rich in natural resources, both biotic and abiotic, which are distributed across various regions, including rural areas. This abundance of natural wealth provides significant opportunities for regional development, particularly in the tourism sector. In recent years, one of the tourism development strategies that has gained increasing attention is the establishment of tourism villages. This approach emphasizes the active participation of local communities and the utilization of unique regional characteristics as the primary tourism attraction. Tourism villages are not only expected to improve local economic conditions but also to preserve cultural identity, strengthen social cohesion, and support environmental sustainability. As a result, tourism village development has become an important component of sustainable tourism policies in Indonesia.

Lantebung Tourism Village, located in Makassar City, South Sulawesi, represents one example of a tourism village that utilizes its natural resources, particularly mangrove ecosystems, to support the concept of sustainable ecology-based tourism. The mangrove forest in Lantebung plays a vital ecological role, including protecting coastal areas from erosion, serving as a habitat for various marine species, and maintaining environmental balance. At the same time, the mangrove ecosystem has become a major tourism attraction that offers educational and recreational experiences for visitors. The development of tourism activities such as mangrove tracking, environmental education tours, photography spots, and local culinary experiences demonstrates how environmental conservation can be integrated with tourism development.

The concept of ecotourism has evolved over time; however, fundamentally, ecotourism refers to a form of tourism conducted in natural areas with responsibility toward environmental conservation and the welfare of local communities. Based on the ecotourism concept, Tafalas, as cited in Butarbutar (2021), defines ecotourism as a form of tourism that encourages conservation efforts and sustainable development while integrating environmental preservation with economic growth. In this context, ecotourism is not solely aimed at attracting visitors, but also at creating positive economic impacts for local communities and raising environmental awareness among tourists. By developing ecotourism areas, local communities are provided with opportunities to generate income through tourism-related businesses such as food stalls, boat rentals, guiding services, handicrafts, and local product sales. Furthermore, ecotourism activities also function as a medium for environmental education, enabling visitors to better understand the importance of ecosystem conservation.

In the context of Lantebung Tourism Village, the preserved mangrove forest functions both as an ecological asset and a tourism resource with strong potential to stimulate a conservation-based local economy. Tourism development in this village has encouraged the emergence of various community-based economic activities that support local livelihoods. The existence of tourism activities has also created opportunities for collaboration among local communities, tourism managers, educational institutions, and government stakeholders. Such collaboration is important in ensuring that tourism development remains sustainable and inclusive. Nevertheless, the success of tourism village development cannot rely solely on natural resource potential. Sustainable tourism management also requires strong community participation, adequate infrastructure, effective promotional strategies, and continuous capacity-building programs.

Copyright: ©2025 Open Access/Author/s – Online (a Creative Commons Attribution-ShareAlike 4.0 International License)

However, despite its considerable potential, several challenges remain in optimizing tourism development in Lantebung Tourism Village. Limited public awareness regarding the economic benefits of tourism, inadequate training and empowerment programs, insufficient infrastructure, and weak marketing strategies continue to hinder tourism growth. In addition, environmental sustainability must remain a priority to prevent the overexploitation of mangrove ecosystems due to increasing tourism activities. Without proper management, tourism development may lead to environmental degradation that could ultimately reduce the attractiveness of the destination itself. Therefore, balancing economic development and environmental conservation is essential in ensuring the long-term sustainability of the tourism village.

For tourism development to genuinely contribute to community welfare, a comprehensive understanding of local resource characteristics, community capacity, and tourism management challenges is required. Community empowerment plays a crucial role in enabling local residents to actively participate in tourism planning, management, and evaluation processes. Through empowerment programs such as tourism management training, digital marketing workshops, environmental awareness campaigns, and institutional strengthening, communities can become not only beneficiaries but also key actors in sustainable tourism development.

Therefore, this study aims to examine how the natural resource potential in Lantebung Tourism Village can be optimally utilized as a sustainable driver of the local economy. In addition, this study seeks to identify the opportunities and challenges faced in managing ecotourism-based tourism villages, particularly regarding community participation and environmental sustainability. This research is expected to contribute to the formulation of tourism village development strategies that align with the principles of sustainability, community empowerment, and inclusive economic growth. Furthermore, the findings of this study are expected to provide practical recommendations for local governments, tourism managers, and other stakeholders in developing tourism villages that are environmentally responsible, economically beneficial, and socially inclusive.

2. METHODOLOGY

The data used in this study were collected through qualitative methods, namely interviews, direct field observations, and the analysis of related documents. A qualitative approach was selected because it allows researchers to gain a deeper understanding of social phenomena, community behavior, and interactions occurring within the tourism development process in Lantebung Tourism Village. Through this approach, the research was able to explore not only factual information but also the experiences, perceptions, and perspectives of the local community regarding the utilization of natural resources and tourism development. The data collection process involved several stakeholders, including tourism village managers, local community members, and tourists, in order to obtain comprehensive and balanced information from different perspectives. Data collection activities were conducted throughout the fourth semester to ensure sufficient observation and interaction with the research environment.

The sampling technique used in this study was purposive sampling, which refers to the intentional selection of informants based on specific criteria considered relevant to the objectives of the study. Informants were chosen because they possessed knowledge, experience, and direct involvement in tourism activities and local economic development within Lantebung Tourism Village. This sampling technique was considered appropriate because qualitative research prioritizes the depth and relevance of information rather than the quantity of respondents. By selecting informants purposively, the researchers were able to obtain more accurate and representative data

Copyright: ©2024 Open Access/Author/s – Online (a Creative Commons Attribution-ShareAlike 4.0 International License)

regarding the role of natural resources in supporting local economic activities and sustainable tourism development.

According to Moleong, as cited in Nanda (2025), qualitative research is a scientific study aimed at understanding phenomena within their natural social context by emphasizing deep communication and interaction between researchers and the phenomena being studied. Qualitative data are descriptive in nature and are not expressed in numerical or statistical forms. Such data generally describe characteristics, qualities, attributes, opinions, experiences, and social conditions related to the object or subject being investigated. Qualitative data are commonly obtained through methods such as interviews, observations, document studies, and group discussions. In this study, interviews were conducted in a semi-structured manner, allowing informants to explain their perspectives more openly while still maintaining relevance to the research objectives. Direct field observations were also conducted to examine tourism activities, community participation, environmental conditions, and the utilization of mangrove ecosystems as tourism attractions. Meanwhile, document analysis was used to support and validate the primary data collected from interviews and observations.

For data analysis, a qualitative analysis approach was applied to interpret and organize the collected information systematically. The data were analyzed using Microsoft Word to assist in the writing, categorization, and organization of information obtained during the research process. In addition, Google Scholar was utilized as a reference source to enrich theoretical perspectives and review previous studies related to ecotourism, sustainable tourism, community empowerment, and local economic development. Observation instruments were also employed during field activities to obtain direct and detailed information regarding tourism conditions, visitor activities, and community involvement in tourism management.

This methodological approach aimed to produce accurate, in-depth, and comprehensive analysis supported by strong theoretical foundations. The analysis process focused on identifying patterns of interaction between the utilization of natural resources and their impact on the local economy in Lantebung Tourism Village. In addition, the study examined how existing natural resources, particularly mangrove ecosystems, contribute to tourism-based economic opportunities such as small businesses, guiding services, local culinary products, and environmental education programs. The findings were then interpreted within the framework of local economic development theory based on natural resources to draw conclusions regarding the role of natural resources in stimulating local economic growth and supporting sustainable tourism village development.

Furthermore, this study also emphasized the importance of community participation and environmental sustainability in tourism management. Through qualitative analysis, the research explored how local communities perceive tourism development, the challenges they face in participating in tourism activities, and the extent to which tourism contributes to improving community welfare. By integrating empirical findings with theoretical perspectives, this study is expected to provide a more comprehensive understanding of the relationship between natural resource utilization, community empowerment, and sustainable tourism development in Lantebung Tourism Village.

3. HASIL DAN PEMBAHASAN

3.1 Utilization of Natural Resources and Local Economic Development in Lantebung Tourism Village

The findings of this study indicate that the utilization of natural resources in Lantebung Tourism Village, particularly the mangrove forest ecosystem, has significantly contributed to the local economy. Data analysis reveals that the mangrove forest functions not only as an environmental conservation area but also as a major tourist attraction, which in turn increases local community income. Tourism activities directly related to the mangrove ecosystem, such as mangrove tours and environmental education programs, have become popular attractions for visitors, especially students,

Copyright: ©2025 Open Access/Author/s – Online (a Creative Commons Attribution-ShareAlike 4.0 International License)

university groups, and nature enthusiasts. These activities create opportunities for local communities to establish small businesses such as boat rentals, local guiding services, and the sale of traditional food and beverages. In addition to generating supplementary income, these activities also encourage local communities to become more aware of the importance of environmental conservation.

The implementation of ecology-based sustainable tourism in Lantebung Tourism Village has led to the diversification of tourism products, including nature tourism, environmental education, culinary products, and local handicrafts. One example of local resource utilization is the development of mangrove-based culinary products, such as mangrove crab dishes and mangrove coffee. These products have been developed with support from various stakeholders, including students from the Tourism Destination Study Program who contributed to product naming and packaging design. As a result, the visual identity and aesthetic presentation of these products are already quite representative and appealing. However, evaluation findings show that inadequate marketing and promotion strategies have resulted in low market interest in these products. According to Kania et al. (2023:14), tourism promotion plays an important role in disseminating tourism destinations with potential through various media publications capable of attracting tourist visits.

In addition to promotional challenges, another significant issue is the low level of active community participation in the development and marketing of tourism products. Public awareness regarding the economic potential of tourism remains relatively limited, resulting in suboptimal community involvement in supporting and managing local products. Many community members still perceive tourism as a supplementary activity rather than a primary opportunity for village economic development. The lack of training programs and community empowerment initiatives also contributes to this limited involvement. Without sustainable assistance and field-oriented training, communities find it difficult to understand how to market products, manage tourism businesses, or establish broader promotional networks. Law Number 6 of 2014 concerning Villages, Article 83 paragraph (3) section D, emphasizes “community empowerment to improve access to services and economic activities,” highlighting that local communities must directly participate in empowerment processes to achieve village independence and collective welfare (Rochman, 2016:61).

Therefore, although the natural resource potential of Lantebung Tourism Village is substantial in driving the local economy, its long-term success largely depends on strengthening promotional strategies and enhancing community capacity. This can be achieved through digital marketing training, awareness programs regarding the economic benefits of tourism, and strengthening tourism village institutions to become the driving force for collaboration among communities, business actors, and other stakeholders. Consequently, the ecotourism potential and local products that have been developed can truly generate sustainable economic benefits for local communities.

The implementation of tourism activities in Lantebung Tourism Village still faces several social and structural challenges. Community involvement has begun to emerge, particularly in parking management and ticketing services, yet participation in other sectors with economic potential remains limited. The lack of training and empowerment programs means that communities have not yet acquired sufficient capacity to become more deeply involved in tourism development. These challenges are further intensified by limited support from various stakeholders and insufficient funding, which hinder the implementation of training programs and community capacity-building initiatives. As a result, activities intended to improve community knowledge and skills in tourism management are often discontinued or unsustainable. Consequently, efforts to encourage communities to independently manage tourism activities have not been fully optimized.

This situation highlights the importance of continuous assistance and tangible support so that communities are not merely involved as technical implementers but are also capable of actively participating in tourism development within their own village. Without consistent support and well-planned empowerment strategies, community involvement will remain limited and unsustainable. Long-term programs are needed that focus not only on technical training but also on fostering collective awareness and a sense of ownership toward the tourism destination being developed. Training in tourism management based on local potential, institutional strengthening such as the

Copyright: ©2024 Open Access/Author/s – Online (a Creative Commons Attribution-ShareAlike 4.0 International License)

revitalization of Tourism Awareness Groups (Pokdarwis), and assistance for culture-based creative economic enterprises can serve as initial steps toward expanding community participation. Thus, communities can become not only beneficiaries but also the primary driving force behind sustainable tourism development in Lantebung Tourism Village.

3.2 Community-Based Tourism (CBT), Research Implications, and Study Limitations

Suansri (2003) explains how Community-Based Tourism (CBT) can function as a tool for community development. In the dimension of sustainable development, CBT includes income generation from local production, diversification of local economies, and community self-reliance. In the context of sustainable tourism, CBT contributes to raising funds for community development, creating employment opportunities in tourism sectors, and increasing local community income. Simmons (1994, p. 99), as cited in Suansri (2003), argues that "the involvement of a community in the tourism development process is vital if any region wishes to deliver tourism experiences which ensure both visitor satisfaction and ongoing benefits for the residents of destination areas." Furthermore, Hall (1994), as cited in Suansri (2003), claims that "satisfying local needs may also satisfy the needs of tourists," which is considered one of the key components of community participation. Brohman (1996), also cited in Suansri (2003), advocates community participation in tourism development as a strategy for solving major tourism-related problems in developing countries.

The implications of these findings are as follows:

- Policy interventions based on community empowerment are necessary, not only through top-down approaches but also by creating opportunities for active community participation.
- The revitalization of Pokdarwis as a community institution can become a strategic solution if supported by sustainable training programs and economic incentives.
- Local governments and stakeholders need to establish alternative funding mechanisms, such as revolving funds or CSR partnerships, to support tourism-based economic activities.

This study has several limitations that should be considered. First, the scope of data collection was limited to observations conducted in only one tourism village, namely Lantebung Tourism Village, without comparison to other tourism villages that may have similar dynamics. This limitation restricts the generalizability of the research findings to broader contexts.

Second, informant involvement in this study remained limited. Interviews were conducted only with the head of Pokdarwis as a representative of tourism management, without involving other members of the organizational structure who had previously been active. Consequently, the internal perspectives of various community elements, including other Pokdarwis members, were not fully represented. In addition, some MSME actors who previously operated natural resource-based businesses, such as mangrove crab cultivation, are no longer active. As a result, this research has not been able to comprehensively examine the sustainability dynamics of local tourism businesses that have ceased operations. In fact, the participation of such groups is essential to obtaining a more comprehensive understanding of the extent of community involvement in local tourism development. According to Suherman et al. (2024:88), without community participation, tourism development will not be sustainable and its economic benefits will not be fully optimized.

Third, limitations in time, manpower, and access to funding also became obstacles in expanding observations and reaching more relevant stakeholders within the context of tourism village development.

Based on the limitations above, several recommendations can be proposed for future research and development programs:

1. **Expanding Informant Involvement**
   Future studies should involve a broader range of local stakeholders, including active and inactive Pokdarwis members, MSME actors, community leaders, women, and youth groups, in order to gain a more comprehensive understanding of existing challenges and potentials.
2. **Evaluation of Tourism and MSME Sustainability**

Copyright: ©2025 Open Access/Author/s – Online (a Creative Commons Attribution-ShareAlike 4.0 International License)

Further studies are needed to examine the factors causing the discontinuation of tourism-based businesses such as mangrove crab cultivation, as well as opportunities to revitalize or adapt such businesses into more relevant and competitive forms.

3. **Structured Assistance and Collaborative Funding**
   Local governments, universities, and private-sector partners should encourage consistent and long-term community assistance programs supported by collaborative funding schemes (CSR, grants, and BUMDes support) so that communities possess both the motivation and capacity to actively participate in tourism development.

4. CONCLUSIONS

This study concludes that the potential of natural resources, particularly the mangrove ecosystem in Lantebung Tourism Village, has a significant contribution to supporting sustainable tourism development and strengthening the local economy. The mangrove forest functions not only as a conservation area but also as the main attraction for tourists. However, community involvement in tourism activities remains limited and uneven. Low public awareness regarding the economic benefits of tourism, insufficient training and assistance programs, and limited funding are the primary challenges in the management of the tourism village.

This research contributes to enriching the literature on natural resource-based tourism village development and community empowerment. The implications of these findings emphasize the importance of cross-sector policy support, the revitalization of Pokdarwis, sustainable training programs, and collaborative funding schemes. Future research employing quantitative approaches and involving a broader range of informants is recommended to deepen understanding and formulate more effective strategies for inclusive and sustainable local tourism development.

ACKNOWLEDGEMENTS

The author would like to express sincere gratitude to Mrs. Dra. Anda Prasetyo Ery., M.Pd., as the lecturer of the Tourism and Community Development course, for her guidance throughout the process of writing this journal article. Appreciation is also extended to Mrs. Andi Fatimah Maoudy A. Bakty, S.Tr.Par., M.M.Par., CHE, as the supervising lecturer during the project implementation in Lantebung Tourism Village, which served as the foundation of this research. The author also expresses appreciation and pride to Group 1 for their cooperation and collaborative spirit throughout the research process. The support and contributions of all parties involved have been invaluable to the smooth completion and success of this scientific work.

REFERENCES

Butarbutar, R. R. (2021). *Ekowisata dalam perspektif ekologi dan konservasi*. Widina Bhakti Persada Bandung.

Darmayasa, D., Nugraha, P. A., Nasution, S., Suarjana, I. W., Putra, A. M., Rante, M. W., Dinan, R., Prihartini, I., Sumarno, E., & Sibero, B. M. T. (2025). *Eduwisata di Indonesia: Potensi, peran, dan strategi*. Star Digital Publishing.

Dinan, R., Purnama, S. G., Pricilla, S. P., Hasibuan, R., Triastuti, U. Y., Juansa, A., & Pinaria, N. W. C. (2025). *Wisata tanpa jejak: Menuju zero waste tourism di Nusantara*. Star Digital Publishing. ISBN 978-634-7400-15-4.

Kania, I., Rustiana, E., & Nugrahawati, H. (2023). Efektivitas promosi produk wisata di Dinas Pariwisata dan Kebudayaan Kabupaten Garut. *Jurnal Pembangunan dan Kebijakan Publik, 14*(1), 14. https://doi.org/10.36624/jpkp.v14i1.133

Nanda, S. (2025, March 12). Metode penelitian kualitatif: Pengertian, jenis, & contoh. *Ruangguru*.

Copyright: ©2024 Open Access/Author/s – Online (a Creative Commons Attribution-ShareAlike 4.0 International License)

https://www.brainacademy.id/blog/metode-penelitian-kualitatif

Nasution, S., Kusumaningrum, H., Rahmawati, A., Rustiyana, R., Rahjasa, P. S. L., Hanggraito, A. A., Dinan, R., Sudiarta, I. N., Manuhutu, F., Putra, A. M., Asrin, M. K., Sulistia, E., Mautuka, D. P. H., Rahafuna, M. Z., & Rosardi, R. G. (2025). *Pengantar pariwisata: Buku ajar*. Star Digital Publishing. ISBN 978-634-7400-19-2.

Rochman, N. (2016). Model pengembangan desa wisata berbasis pemberdayaan masyarakat. *Jurnal Equilibria Pendidikan, 1*(1), 61. https://doi.org/10.26877/ep.v1i1.1831

Santosa, E., Dinan, R., & Lion, J. (2022). Socio-cultural transformation aspects of the local sustainability from a traditional community in the protected area. *IOP Conference Series: Earth and Environmental Science, 1218*, 012006. https://doi.org/10.1088/1755-1315/1218/1/012006

Suansri, P. (2003). *Community based tourism handbook*. Responsible Ecological Social Tour-REST.

Suherman, E., Pramudiana, I. D., Roekminiati, S., & Widyawati. (2024). Pemberdayaan masyarakat dalam pengembangan desa wisata pada Wisata Sontoh Laut Asemrowo Kota Surabaya. *Jurnal Inovasi Sektor Publik, 4*(2), 88. https://ejournal.unesa.ac.id/index.php/publika/article/download/52097/42615

Copyright: ©2025 Open Access/Author/s – Online (a Creative Commons Attribution-ShareAlike 4.0 International License)