

Komunikasi Paket Wisata sebagai Strategi Pengembangan Destinasi Pesisir: Bukti dari Kabupaten Jeneponto, Sulawesi Selatan

Tourism Package Communication as a Strategy for Coastal Destination Development: Evidence from Jeneponto Regency, South Sulawesi

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Abstrak

Penelitian ini dilakukan di Kabupaten Jeneponto, Sulawesi Selatan, Indonesia, dengan fokus khusus pada kawasan pariwisata pantai yang sedang berkembang. Penelitian ini menggunakan desain studi kasus kualitatif untuk mengeksplorasi bagaimana komunikasi paket wisata berfungsi sebagai strategi pengembangan destinasi di wilayah pantai yang sedang berkembang. Temuan menunjukkan bahwa komunikasi paket wisata di Kabupaten Jeneponto masih terfragmentasi dan belum dikembangkan menjadi sistem produk pariwisata mandiri yang sepenuhnya terintegrasi. Komunikasi terutama dilakukan melalui promosi resmi, paparan digital, dan visibilitas berbasis daya tarik wisata, tetapi Kabupaten Jeneponto masih sering diposisikan sebagai destinasi alternatif atau persinggahan, bukan sebagai destinasi pariwisata utama. Studi ini juga menemukan bahwa pemerintah daerah berperan sebagai pendukung, sementara masyarakat setempat menunjukkan kesiapan untuk menerima pengunjung; namun, keterlibatan sektor swasta yang terbatas dan fasilitas pariwisata yang tidak memadai membatasi pengembangan destinasi. Selain itu, koordinasi yang lemah antar pemangku kepentingan mengurangi efektivitas komunikasi paket wisata. Studi ini menyimpulkan bahwa komunikasi paket wisata yang lebih terintegrasi dan kolaboratif dapat memperkuat identitas destinasi, meningkatkan visibilitas destinasi, serta menghasilkan manfaat ekonomi yang lebih luas. Koordinasi pemangku kepentingan yang lebih kuat diperlukan untuk memposisikan Jeneponto sebagai destinasi pariwisata pantai yang mandiri.

Kata kunci: pengembangan destinasi; pariwisata pesisir; kolaborasi pemangku kepentingan; destinasi pesisir

Abstract

The research was conducted in Jeneponto Regency, South Sulawesi, Indonesia, focusing on emerging coastal tourism areas. This research employed a qualitative case study design to explore how tourism package communication functions as a strategy for destination development in an emerging coastal region. The findings reveal that tourism package communication in Jeneponto remains fragmented and has not yet developed into a fully integrated system of stand-alone tourism products. Communication is mainly conducted through official promotion, digital exposure, and attraction-based visibility, but Jeneponto is still frequently positioned as an alternative destination or stopover rather than a primary tourism. The study also finds that the local government plays a supportive role, while local communities are ready to receive visitors; however, limited private-sector involvement and inadequate tourism amenities constrain destination development. In addition, weak coordination among stakeholders reduces effective communication about tourism packages. The study concludes that more integrated, collaborative communication about tourism packages can strengthen destination identity, improve destination visibility, and generate broader economic benefits. Accordingly, stronger stakeholder coordination is needed to position Jeneponto as a stand-alone coastal tourism destination.

Keywords: destination development; coastal tourism; stakeholder collaboration; coastal destinations



1. INTRODUCTION

Tourism development in emerging regions often faces a recurring problem: destinations may already possess natural, cultural, and community-based assets, yet these assets are not always transformed into structured and marketable tourism products. In Jeneponto Regency, tourism potential has been identified in coastal and marine attractions, tourism villages, and other natural and cultural resources, while recent studies also note that parts of Jeneponto's coastal area hold significant tourism and local economic potential. However, the mere existence of potential does not automatically lead to greater destination competitiveness or visitor growth (Hamzah et al., 2024; Prasetyo Ery et al., 2022).

One of the central issues is that tourism products are often still fragmented and insufficiently communicated to potential visitors. A destination may offer scenery, local food, cultural interaction, and tourism activities, but without clear product packaging, tourists may struggle to understand what can actually be experienced, how long it takes, what value is offered, and why the destination is worth visiting (Le, 2025). Research on package tour design shows that package tours can increase destination attractiveness by combining multiple tourism features into one more understandable and usable experience for visitors. In parallel, recent tourism studies consistently show that destination image strongly influences tourist trust, visit intention, and behavioural outcomes, which means that how a destination and its products are communicated matters as much as the resources themselves (Garcia et al., 2019; Liao & Chuang, 2020).

In this regard, tourism communication becomes a strategic element in destination development. Tourism communication is not limited to promotion in a narrow sense; it also encompasses how destinations build meaning, shape image, present experiences, and deliver information through digital and non-digital channels. Studies on online tourism communication emphasise that digital communication tools, especially social media and internet-based channels, play an important role in shaping destination image (Fernández-Cavia et al., 2016). Other recent findings also show that destination advertising and communication formats influence visit intention, while community interaction and communication quality shape tourist image, satisfaction, and loyalty. Therefore, communicating tourism packages should be understood as a strategic process of translating destination potential into clear, attractive, and experience-oriented offers (Guo et al., 2024; Jebbouri et al., 2022; Makian, 2022; Styliadis et al., 2022).

This issue is especially relevant in emerging destinations, where local communities often serve as the main actors in tourism provision but may still face limitations in product design, communication skills, and integrated destination management. Studies on tourism development in Jeneponto highlight the importance of increasing the value of tourism products, enhancing attractiveness and accessibility, and strengthening collaboration among stakeholders (Sunı & Herianto, 2024). Based on this context, this paper examines tourism package communication as a strategy for destination development in emerging regions, using a community-based intervention in Jeneponto as its empirical basis. It focuses on how tourism packages are prepared, why they need to be communicated strategically, and the practical challenges that arise when local communities attempt to move from tourism potential to a marketable tourism experience (Hamzah et al., 2024; Kadir et al., 2024; Putri et al., 2023).

In emerging destinations, the key challenge is often not the lack of tourism potential but the inability to convert dispersed local assets into a clear, marketable tourism product. Jeneponto already shows tourism development potential through coastal attractions and local initiatives, while regional policy studies also note that tourism development in Jeneponto is being directed through attractiveness, benefits, and accessibility. However, potential that remains scattered across scenery, local activities, and supporting businesses will be difficult for visitors to understand unless it is packaged into a structured offer. Package tours become important because they help combine multiple destination features into a more understandable and usable visitor experience (Kadir et al., 2024; Liao & Chuang, 2020).

This is where tourism package communication becomes strategic. A tourism package is not only a list of activities, but also a communication device that explains what tourists can do, what value they will receive, how long the experience lasts, and why the destination is worth visiting. Research on online tourism communication explains that destination image is increasingly formed through digital communication, while recent evidence also shows that tourism-related social media content is directly related to tourist inflow and engagement. This means that even when a destination has promising attractions, weak communication can still limit visibility, reduce visitor understanding, and weaken travel intention. Therefore, package development and package communication should be treated as two connected processes in destination development (Hussain et al., 2024; Makian, 2022).

The issue is even more relevant in community-based destinations, where local communities and MSMEs act as the frontline providers of tourism experiences. Noviati et al. (2022) found that MSMEs significantly contribute to strengthening community-based tourism, especially in the post-COVID period, and that their strategies increasingly shift toward digital technology and literacy. This is highly relevant for emerging areas such as Jeneponto, where destination growth depends not only on natural attractions but also on the ability of local actors to design products, communicate them effectively, and collaborate in delivery. For that reason, the communication of tourism packages can be positioned as a practical development strategy that more effectively integrates local potential, MSME participation, and destination competitiveness (Kadir et al., 2024; Noviati et al., 2022). In light of the aforementioned issues, this study explores Tourism Package Communication as a Strategy for Destination Development in Emerging Coastal Regions: Evidence from Jeneponto.

2. LITERATURE REVIEW

2.1. Destination Development

Destination development is the gradual process by which a region transforms into a tourist destination, with attractions, facilities, accessibility, image, markets, and management systems. Butler (1980) explains destination development through the Tourism Area Life Cycle, which includes the stages of exploration, involvement, development, consolidation, stagnation, and then the possibility of rejuvenation or decline. This framework emphasises that destinations do not develop in a static manner but evolve with the growth in visits, investment, market changes, and management capacity. In a modern context, destination development also needs to be viewed in terms of competitiveness. Ritchie & Crouch (2003) and Dwyer & Kim (2003) emphasise that destination competitiveness is influenced by core resources, infrastructure, service quality, policies, management, and the ability to create superior tourist experiences. Therefore, destination development is not merely understood as physical construction, but as a strategic process to strengthen destination value, maintain sustainability, and increase benefits for local communities.

2.2. Coastal Tourism

Coastal tourism is a form of tourism that takes place in coastal areas, islands, and marine spaces, through both land-based activities such as swimming, sunbathing, coastal culinary experiences, and beach recreation, and sea-based activities such as diving, snorkelling, boating, cruising, and water sports. Miller & Auyong (1991) view coastal tourism as a major force influencing the environment and communities because tourist activities are concentrated in vulnerable ecological spaces. Orams (1999) also emphasises that marine tourism heavily relies on the quality of the marine environment as its main attraction. Therefore, coastal tourism always has two sides. On the one hand, this sector creates local economic opportunities, jobs, investment, and business diversification. On the other hand, this sector can increase pressure on ecosystems, waste, clean water, abrasion, land-use change, and spatial conflicts. Recent studies also confirm that coastal and marine tourism is highly dependent on ecosystem health, so its management must integrate conservation, spatial regulation, community involvement, and sustainability standards.

2.3. Stakeholder Collaboration

Stakeholder collaboration becomes an important concept because tourist destinations are not controlled by a single actor. Freeman (1984) explains that stakeholders are parties who can affect or be affected by organisational decisions. In tourism, these actors include government, local communities, businesses, tourists, academics, media, and non-governmental organisations. Jamal & Getz (1995) place collaboration as the basis for community-based tourism planning because destination issues are usually cross-sectoral and cannot be resolved through a sectoral approach. Effective collaboration helps unify interests, divide roles, reduce conflict, and strengthen policy legitimacy. Wondirad et al. (2020) also show that destination sustainability, especially in developing regions, is largely determined by the quality of relationships among actors and by community participation. Thus, stakeholder collaboration is not just administrative coordination, but a governance mechanism to ensure that tourism development is fair, directed, and sustainable.

2.4. Emerging Destination

Emerging destinations are growing destinations, not yet fully established, and still building their identity, market, infrastructure, governance, and tourism image. These types of destinations usually have strong potential for natural, cultural, or local experiences, but still face limitations in access, facilities, promotion, human resource capacity, and institutional coordination. From Butler's perspective, emerging destinations can be associated with the exploration or involvement stages, when the number of visits begins to increase, but the management system is not yet stable. Marques et al. (2021) show that destination image plays an important role in shaping tourist satisfaction, intention to recommend and the intention to revisit emerging destinations. The OECD also emphasises that destinations aiming for strong growth need to focus on planning, investment, stakeholder engagement, environmental compliance, and the alignment of tourism products with local identity. Therefore, the development of emerging destinations must be directed towards differentiation, strengthening service quality, protecting local resources, and collaboration from the early stages so that tourism growth does not lead to social and ecological damage.

3. RESEARCH METHODOLOGY

The research was conducted in Jeneponto Regency, South Sulawesi, Indonesia, with a particular focus on emerging coastal tourism areas. This study employed a qualitative case study design to explore how tourism package communication serves as a strategy for destination development in the emerging coastal region of Jeneponto. A qualitative approach was considered appropriate because the study aimed to understand meanings, communication practices, stakeholder perspectives, and contextual dynamics surrounding tourism promotion and destination development. The case study design allowed an in-depth examination of Jeneponto as a specific local setting with unique social, cultural, and coastal tourism characteristics.

The study involved key stakeholders who are directly or indirectly engaged in tourism planning, promotion, and service delivery in Jeneponto. Informants were selected using purposive sampling, based on their relevance to the research topic and their knowledge of local tourism communication practices. The participants include: local government officials responsible for tourism and regional development; tourism business actors, such as tour operators, accommodation providers, and culinary entrepreneurs; community leaders and local residents in coastal tourism areas; tourists or visitors who have experienced tourism products in Jeneponto; and media or digital promotion actors involved in tourism communication.

Data were collected through three main techniques: in-depth interviews, observation, and document analysis. In-depth interviews were conducted in a semi-structured manner to obtain detailed information about how tourism packages are designed, communicated, interpreted, and utilised as development tools. Observations were conducted at selected coastal tourism locations and related tourism activities. Document analysis was used to review supporting materials, including tourism brochures, promotional content, government planning documents, tourism-related social media content, regional development reports, and other relevant publications. The

data were analysed using an interactive qualitative analysis model that involved data collection, data reduction, and conclusion drawing.

4. RESULTS AND DISCUSSION

The findings of this study are organised around four major themes generated from the thematic analysis of field data. These themes reflect the central dimensions through which tourism package communication operates in an emerging coastal destination. In Jeneponto, communication surrounding tourism packages appears as a multidimensional practice involving message construction, stakeholder collaboration, negotiation of local potential, and efforts to enhance destination attractiveness. This structure is intended to show how communication functions not only as a marketing instrument but also as a development strategy.

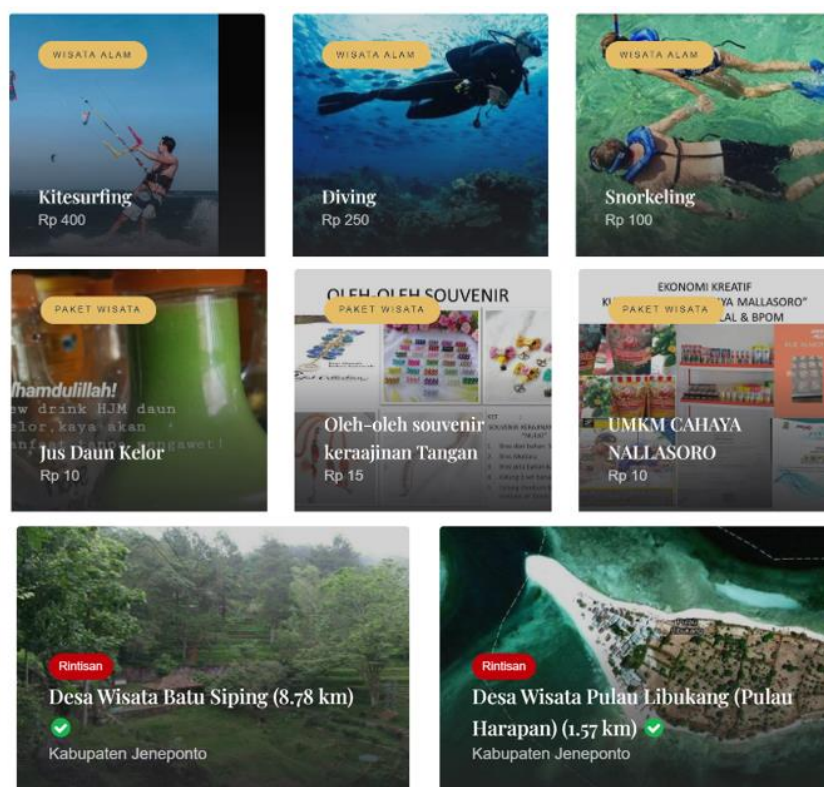


Figure 1. Jeneponto Tour Package
[Source: jadesta.kemenpar.go.id, 2026]

4.1. Forms of Tourism Package Communication

The first theme identified in this study concerns the various forms of tourism package communication used to promote Jeneponto as an emerging coastal destination. The findings indicate that tourism package communication is articulated through a range of formats, channels, and message strategies that reflect both the local tourism potential and the efforts to attract broader visitor attention; this is in line with research (Kim et al., 2026; Kim et al., 2024; Moreno et al., 2024; Sulistiani & Syarifuddin, 2024). Communication is expressed not only through formal promotional materials but also through interpersonal interactions, community-based narratives, and digital representations of tourism experiences.

The existing forms of tourism package communication in Jeneponto, an emerging coastal destination, appear to be developing through a combination of official promotion, social media-based visibility, and community-linked destination narratives. Available public information shows

that tourist attractions in Jeneponto have already been introduced through government-linked destination listings, such as Garassikang Beach, while social media content also reflects the circulation of visual representations of local attractions, including coastal landscapes and other tourism spots. This indicates that tourism communication in Jeneponto is not entirely absent; rather, it is already present in dispersed, still-evolving forms across institutional and digital spaces.

At the same time, the existing communication pattern does not yet appear to be fully integrated into a strong and standardised tourism package system. Several recent studies on tourism development in Jeneponto highlight the importance of collaboration among government, communities, and private actors, but also note institutional fragility, limited local capacity, and the need for structural support for destination development. In practice, this suggests that tourism package communication in Jeneponto is likely still shaped by partial initiatives rather than by a consolidated communication framework that systematically combines attractions, amenities, accessibility, activities, and pricing into clearly marketable packages.

Tourism communication in Jeneponto also seems to rely heavily on event-based and potential-based promotion. Research on local tourism assets, such as horse racing, shows that Jeneponto possesses culturally distinctive attractions with strong tourism potential, yet their broader development is still constrained by limited infrastructure and promotion. Similarly, studies on ecotourism development in Jeneponto emphasise that social media is seen as a promising medium for publishing, while also noting that its current use has not yet been effective enough to consistently and accessibly promote destinations. These conditions suggest that the current forms of tourism package communication in Jeneponto are characterised by visibility without full integration: destinations and attractions are being introduced to the public, but the communication of complete, well-structured, and persuasive tourism packages remains in a developing stage.

The existing forms of tourism package communication in Jeneponto are fragmented but gradually developing. On the one hand, communication has already taken place through official destination references, social media exposure, and the promotion of local tourism potential. On the other hand, such communication has not yet been fully organised into integrated tourism packages communicated through consistent branding, structured promotional content, and coordinated stakeholder messaging. One of the major constraints is that tourism packages in Jeneponto do not yet stand as independent products but are more often positioned as alternative attractions or stopover points within broader travel routes rather than as primary destination attractions. As a consequence, the promotion of tourism packages in Jeneponto remains largely dependent on broader regional tour packages, making it difficult for the regency to present its destinations as autonomous and marketable tourism offerings. This condition indicates that tourism communication in Jeneponto is still shaped by an externally linked packaging structure, in which local attractions gain visibility mainly as complementary components of larger travel itineraries rather than as central tourism products in their own right.

4.2. Stakeholder Roles in Communication and Destination Development

The second theme highlights the roles of various stakeholders in shaping communication about tourism packages and supporting destination development in Jeneponto. The findings show that communication practices are shaped by the interaction among multiple actors, including government institutions, tourism business operators, local communities, and visitors themselves. Each stakeholder contributes differently to the construction, dissemination, and reinforcement of tourism messages, making communication a collaborative dimension of destination development rather than an isolated promotional function.

The findings indicate that tourism development in Jeneponto cannot be understood as the work of a single actor, but rather as a process involving the interaction of government institutions, local communities, and other supporting stakeholders. Communication plays an important role not only in promoting tourism attractions but also in aligning perceptions of Jeneponto as a destination in its own right rather than merely a stopover or a complementary point within broader regional travel routes. From the institutional perspective, the local government, particularly the Tourism

Office of Jeneponto, appears to play a relatively supportive role in strengthening the tourism sector. Recent public information shows that the Tourism Office has actively sought collaboration with external institutions to develop tourism destinations in Jeneponto, including coordination with Politeknik Pariwisata Makassar and alignment with the regional tourism development master plan (RIPDA). This indicates that the government has begun to position tourism development more strategically through inter-institutional synergy and planning efforts. In addition, previous research on tourism policy in Jeneponto notes that local tourism development has formally been linked to regional policy instruments and a pentahelix approach involving government, academia, community, private actors, and media.

This supportive governmental role is consistent with field findings indicating that the Tourism Office has shown a commitment to encouraging Jeneponto to be recognised not only as an alternative stopover but also as a tourism destination with its own attraction value. In analytical terms, the government's role here can be seen in at least two ways: first, as a facilitator of destination communication, by opening institutional networks, encouraging promotion, and framing tourism within development policy; and second, as a strategic actor in destination repositioning, by helping shift the image of Jeneponto from a supplementary route into a more autonomous tourism space.

At the community level, the findings also show that local society in tourism attraction areas holds an important role in communication and destination development. Your field data indicate that communities at tourism sites are generally ready to receive visitors, suggesting a positive social basis for tourism growth. Public information from several Jeneponto tourism-village profiles likewise indicates that several sites are managed directly by youth groups and surrounding communities. For example, Bukit Teletabis is described in the national tourism-village database as being managed by local youth and residents, even though it still faces limitations in road access and formal management support. This reflects that community participation in Jeneponto tourism is not passive; rather, local actors already function as custodians, informal promoters, and frontline hosts for visitors.

In terms of communication, this means that local communities are not only receivers of tourism policy but also active communicators of destination identity. Through everyday interaction, hospitality practices, and community-based management, they help shape how visitors perceive the destination. Their readiness to welcome tourists becomes a communicative asset in itself, because destination image is formed not only through brochures or digital media but also through the social experience encountered on site. In emerging destinations such as Jeneponto, this type of local readiness is especially important because it helps compensate for the still-limited formal packaging of tourism products. However, the findings also show that one important weakness lies in the limited role of the private sector. Your field evidence suggests that there has not yet been sufficient private involvement either in destination management or in the provision of supporting tourism facilities. Several tourism-village in Jeneponto entries still list missing or minimal amenities, such as the absence of homestays, incomplete tourism products, and limited supporting services. For instance, Bukit Teletabis is listed as having no homestay and no tourism product yet, while other Jeneponto village entries also show basic or still-incomplete facility profiles. This supports the argument that amenity development remains one of the main structural constraints in the regency's tourism growth.

This issue is also visible in broader official tourism data. Jeneponto's accommodation statistics show that hotel and accommodation data are already being tracked as part of tourism-supporting infrastructure, and older statistical material notes the importance of improving supporting facilities and accommodation as part of the local tourism mission. At the same time, the need for better tourism facilities remains repeatedly emphasised in policy and research discussions on Jeneponto. In the local policy literature, tourism development is explicitly associated with improving facilities, services, and tourism management, including standards of supporting amenities. Taken together, these findings suggest an unequal stakeholder configuration in Jeneponto. The government has increasingly shown support through policy, coordination, and

institutional collaboration; local communities appear socially ready and, in some cases, already participate in managing or sustaining tourism attractions; yet private-sector participation remains limited, particularly in investment, facility provision, and amenity enhancement.

Destination development in Jeneponto tends to move forward through government-community support, but without adequate private-sector strengthening, the destination still faces gaps in accommodation, service completeness, and tourism readiness. In the context of communication, this imbalance has direct implications. When the government and community are active but amenity support remains weak, destination communication can promote potential and hospitality, yet it struggles to convey comfort, completeness, and market readiness convincingly. Therefore, stakeholder roles in Jeneponto are not only about who participates in tourism development but also about how each actor contributes to the credibility of tourism communication. A destination may be attractive in narrative terms, but without stronger private engagement and facility support, the communication of Jeneponto as a fully developed tourism destination remains only partially reinforced.

4.3. Challenges in Communicating Tourism Packages in Emerging Coastal Areas

The findings reveal that tourism communication in Jeneponto is influenced by structural, institutional, and practical limitations that affect the effectiveness of destination promotion. These challenges include infrastructure constraints, limited media reach, uneven stakeholder coordination, and the ongoing process of defining a strong and consistent destination identity. As a result, communication efforts often struggle to fully translate local tourism potential into attractive, marketable tourism packages.

The main difficulty does not lie in the absence of tourism potential, but rather in the fact that such potential has not yet been managed and communicated in an integrated and consistent way. In other words, Jeneponto already possesses attractions that are capable of drawing visitor interest, yet the transformation of these attractions into clearly structured, accessible, and continuously marketable tourism packages remains limited. This condition creates a gap between tourism potential and tourism communication, where destinations may be selectively known but are not yet fully represented as part of a coherent package offering.

One major challenge is the uneven and still-fragmented pattern of destination management. Some attractions with strong appeal have developed outside a coordinated destination communication system. A key example is Pantai Libukang–Harapan Island, which is recognized for its kitesurfing potential. However, according to your field data, this attraction is managed privately by foreign actors and does not yet operate in close cooperation with the local government. Its opening schedule is also adjusted to particular periods and is not continuously available throughout the year. From the perspective of tourism package communication, this becomes a significant issue because a destination that is promoted without stable coordination, predictable availability, and institutional alignment is difficult to include in a reliable and standardised tourism package.

The national tourism-village platform lists Tanjung Mallasoro as a developing destination and explicitly associates it with kitesurfing in Jeneponto, while its attraction listings include kitesurfing, snorkelling, and diving. The same platform also places Libukang Island (Harapan Island) in the surrounding tourism network, indicating that this coastal zone already has public visibility and recognised marine-tourism value. At the same time, public sources suggest that the communication of this potential is still stronger in terms of attraction visibility than in terms of integrated package readiness. Jadesta entries for nearby Jeneponto destinations show that several sites still lack complete supporting products and services. For example, Batu Siping Tourism Village is listed as having no homestays or tourism products yet, while some tourism-product entries in the Jeneponto area still show minimal facilities. This indicates that although attractions can already be named and displayed, the supporting elements needed to communicate them as full tourism packages remain weak.

Another challenge lies in the limited integration between attraction managers and public destination governance. Based on your field data, the case of Libukang–Harapan Island shows that there is still a need for stronger communication between managers and the government. This matters because tourism package communication requires more than promotion alone; it also depends on institutional clarity regarding access, schedule, service standards, and the status of the attraction within the wider destination system. When a high-potential attraction operates outside coordinated communication with local authorities, the result is often a fragmented promotional pattern in which the attraction may be famous within certain niche markets, yet remains difficult to translate into official package structures or broader destination branding.

This challenge is consistent with broader studies on tourism development in Jeneponto. Research on regional tourism policy in Jeneponto identifies several continuing obstacles, including inadequate road infrastructure, weaknesses in tourism-area management, and the need for stronger synergy among stakeholders to maximise tourism potential. Similarly, a 2024 study on marine tourism event planning in Mallasoro Village, Jeneponto Regency, found significant strengths in natural beauty, local culture, and community support, but also highlighted inadequate infrastructure and limited tourism promotion as major challenges.

A further challenge is that many other attractions in Jeneponto have not yet received sufficient attention within the tourism communication system. Your field findings suggest that there are tourism assets beyond the better-known coastal spots, but many of them have not been seriously highlighted, packaged, or promoted. This observation is reinforced by public literature showing that Jeneponto has diverse tourism potential beyond one single attraction type, including horse-racing events with cultural-tourism value, agro-tourism potential in Kassi Village, and ecotourism development possibilities in upland areas such as Rumbia. Yet these studies repeatedly frame the issue not as a lack of attractions, but as a need for stronger promotion, infrastructure, community-based management, and development strategy.

From a communication perspective, this means that Jeneponto faces a dual challenge. First, some attractions with strong market appeal have emerged in ways that are not yet fully synchronized with government-led destination communication. Second, many other attractions with potential value remain under-communicated and under-packaged, so they do not yet contribute optimally to the regency's tourism image. As a result, tourism package communication in Jeneponto tends to be selective, partial, and inconsistent: some attractions become visible through specific networks or niche activities, while others remain largely outside the communication spotlight.

In emerging coastal destinations, this problem is particularly important because tourism communication depends heavily on reliability and continuity. A package can only be promoted effectively when attractions are available, accessible, supported by adequate amenities, and communicated through coordinated stakeholder roles. In Jeneponto, however, the current situation shows that attraction potential often develops faster than the communication system that should connect it to destination branding and packaging. Consequently, the challenge is not merely how to promote Jeneponto more widely, but how to build stronger coordination among government, managers, communities, and other stakeholders so that tourism potential can be communicated as a stable, credible, and integrated tourism product.

4.4. Contribution of Tourism Package Communication to Destination Development

The fourth theme explores the contribution of tourism package communication to the broader process of destination development in Jeneponto. The findings demonstrate that communication plays a significant role in increasing destination visibility, shaping tourist perceptions, and encouraging stakeholder participation in tourism-related initiatives. Beyond its promotional function, tourism package communication also contributes to the recognition of local assets, the strengthening of destination image, and the gradual advancement of Jeneponto as a developing coastal tourism area.

From a communication perspective, tourism packages are important because they help transform scattered attractions into coherent travel experiences. In an emerging destination like Jeneponto, package communication can give structure to what tourists see as valuable, accessible, and worth visiting. Instead of promoting attractions separately, communicating through tourism packages enables destinations to present a more complete offer by linking attractions, activities, local culture, culinary elements, and supporting services into a single, understandable product. This is particularly relevant in Jeneponto, where public tourism profiles already show a diversity of attractions, ranging from marine tourism in Tanjung Mallasoro to agro-tourism in Kassi Village, forest tourism in Jenetallasa, and other developing tourism villages. These resources indicate that Jeneponto already has the basic ingredients for destination development, but their wider contribution depends on how effectively they are communicated and connected.

If communication among existing tourism packages in Jeneponto were more collaborative, those packages would not only promote individual sites but also collectively generate greater economic value for the regency's tourism sector. In other words, effective communication of tourism packages would help create an integrated tourism economy rather than a series of isolated attractions. This matters because the current problem is not simply that Jeneponto lacks tourism assets, but that there are still only a limited number of clearly defined and consistently communicated tourism packages. As a result, the economic benefits that could emerge from cross-site visitor circulation, spending on local services, and repeated exposure to the destination have not yet been fully realised. At the same time, the contribution of tourism package communication in Jeneponto remains constrained because many destinations are still not fully supported by complete package structures. Public destination listings indicate that some Jeneponto tourism villages still lack homestays, formal tourism products, or even minimal facilities. For example, *Pantai Tamarunang* is listed as having basic facilities but no tourism product yet, no homestay, and no defined attraction package, while *Bukit Teletabis* is described as beautiful but still weakly managed and constrained by road access and the absence of stronger formal support. Under these conditions, communication can raise awareness, but it cannot yet fully promise convenience, continuity, and market readiness. Consequently, the contribution of communication to destination development remains partial: it helps make places visible, but has not yet maximised their conversion into stable tourism demand. When attractions are bundled into meaningful packages and communicated through clear value propositions, the destination gains a stronger chance of standing alone in the tourist imagination. In this sense, communication is not only a marketing instrument, but also a strategic tool for reshaping regional identity and competitive positioning.

Furthermore, effective package communication could encourage stronger inter-stakeholder cooperation. When government, communities, attraction managers, and tourism businesses coordinate their messages and package offerings, communication itself becomes a platform for collaboration. This is particularly important in Jeneponto, where previous findings already showed that government support and community readiness exist, but private-sector engagement and amenity development remain limited. Better communication among existing package actors could therefore create a multiplier effect: it could improve destination consistency, strengthen tourist trust, increase the visibility of lesser-known attractions, and stimulate greater private involvement in accommodation, services, and tourism-support facilities. Recent studies on stakeholder collaboration in Jeneponto's kitesurfing destination also emphasise the importance of institutional support, equity, and long-term collaboration for sustainable tourism outcomes.

Tourism package communication has a potentially transformative role in Jeneponto's destination development. If managed well, it could help the regency move from fragmented attraction visibility toward a more integrated tourism system, where attractions are linked into coherent products, destination identity becomes stronger, and economic benefits are distributed more widely. However, this contribution will remain limited as long as special tourism packages are still few in number, coordination among package actors remains weak, and the supporting amenity structure is incomplete. Therefore, the future significance of tourism package communication in Jeneponto lies not only in promoting what already exists, but in building stronger

cooperation so that the existing tourism packages can work together and generate more substantial and sustainable economic value for the destination as a whole.

5. CONCLUSION

This study concludes that tourism package communication has considerable potential as a strategy for destination development in Jeneponto. Although the regency already possesses diverse tourism assets, the packaging of these assets into coherent, marketable tourism packages remains limited. The findings suggest that stronger coordination among stakeholders, better integration of tourism products, and more consistent communication efforts are needed to position Jeneponto as a stand-alone destination. With such improvements, tourism package communication can contribute not only to destination visibility, but also to broader local economic and social development.

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