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Internationalizing Local Tourism: Maros Rammang-Rammang Karst Region and the Standardization and Certification of Community Tourism Businesses in Indonesia

Burhanuddin¹, Munjin Syafik², Bama Andika Putra³

^{1,2,3} Department of International Relations, Universitas Hasanuddin

Correspondence: Burhanuddin. Email: boerhi76@gmail.com

Abstract

The Unhas KKN-PPM program aims to provide a comprehensive understanding to local communities, who live in the Rammang-Rammang Karst tourist attraction area in Salenrang Village, Maros Regency, about the importance of standardization and certification of tourism businesses so that the Rammang-Rammang Karst tourism object can be managed by the community. locally professionally. In addition, this program also aims to provide assistance to the local community to communicate their needs related to the procurement of more complete tourism facilities and infrastructure to the Regional Government of Maros Regency and the Regional Government of South Sulawesi Province. The mission to be achieved is that the community is expected to be able to actively participate in the development and promotion of tourism in the Rammang-Rammang Karst tourist attraction so that later it can make this destination an international tourism destination that brings in many foreign tourists. With this, the potential and economic contribution of the Rammang-Rammang Karst tourism object can be maximized for the welfare of local communities and increasing state income.

Keywords: Local Tourism, Sustainability, Tourism Management

1. Introduction

The tourism sector is one of the key sectors that have a strategic role and makes a major contribution to improving Indonesia's national economy. The significance of this sector includes increasing the national Gross Domestic Product (GDP) and creating massive employment opportunities for the community. This makes the tourism sector a pillar of the national economy. The limitations of the oil and gas sector, which are even expected to run out and cannot be renewed in a short time, encourage the Indonesian government to promote the tourism sector so that it can become the largest foreign exchange contributor replacing the two sectors. Therefore, efforts to advance the tourism sector have been mainstreamed by the government in the 2015-2019 Ministry of Tourism Strategic Plan

(Renstra), the National Medium Term Plan (RJMN), and in the NAWA CITA of the Government of President Joko Widodo – Jusuf Kalla (Kemenpar 2015, 7).

Efforts to encourage Indonesia's tourism sector intensively have basically started since the initiation of the Visit Indonesia program in 1991 and in its development from year to year increasingly shows positive developments. The facts show that in the 2010-2014 period, the tourism sector contributed 4% in the proportion of the National GDP, which in implementation has contributed 10 billion USD in increasing national foreign exchange and the absorption of 10.13 million workers. This contribution is due to the fact that this sector is able to bring in 9.4 million foreign tourist visits and generate 250 million domestic tourist movements that have spent up to 177 trillion rupiah. The government's achievement in the tourism sector is due to the commitment to the government's efforts in developing Indonesian tourism which includes the arrangement of tourist destinations, tourism product innovation, tourism promotion and development, as well as increasing the capacity of related institutions, both government and non-government. The tourism development is carried out through Master Plans and Detailed Plans as well as facilitation of destination management in all National Tourism Strategic Areas (KSPN) which currently number 88 KSPN which includes sustainable tourism development, Community Based Tourism development that empowers local communities, construction and renovation of facilities. tourism, as well as the development of tourist visit management. Through these various efforts, in the 2015-2019 period, the Indonesian government targets to increase the contribution of the tourism sector to the national GDP by setting an achievement target by 2019 in the form of increasing foreign tourist arrivals to reach 20 million and the movement of domestic tourists reaching 275 million people (Kemenpar 2015, 7-10).

To realize this target, the Indonesian government needs to maximize its tourism potential by not only focusing on developing the existing 88 KSPNs but also developing various other tourism destinations to become KSPNs. By becoming a KSPN itself, a tourism object will get more attention from the central government in its development because it affects economic, social, cultural growth, utilization of human resources and natural resources, as well as national defense and security. In this context, one of the tourism potentials that can be developed is facilitating the development of national and international geoparks into KSPN as stated in the Strategic Plan of the Ministry of Tourism for 2015-2019 (Waruwu 2018, 255).

One of the geoparks which is an Indonesian tourism asset, which needs serious attention and has great potential to be developed by the government because it can make a major contribution to the tourism sector in Indonesia and empower local communities, namely the Rammang-Rammang Karst tourist attraction in Salenrang Village, Maros, South Sulawesi. This tourist destination offers tourists the opportunity to enjoy the beauty of the largest karst area in the world (45,000 hectares) after the karst areas in Vietnam and China by traveling along the river between the karst areas using traditional boats. This tourist attraction, since 2017, has been designated as a Geopark National Park and has attracted many domestic tourist visits (Bakrie 2017). This achievement is inseparable from the intensive efforts of the South Sulawesi Provincial Tourism Office in collaboration with the Maros Regency Tourism Office in fixing and completing the various supporting facilities and infrastructure needed, such as boats, which support tourism activities in the area. With this, in addition to bringing economic value through tourist visits, the local government also empowers and involves the community such as entrepreneurs/local boat builders in preparing these various facilities and infrastructure (Maryati 2015).

Until now, the South Sulawesi Tourism Office and Maros Regency have worked on the Rammang-Rammang Karst Area to become a leading tourist attraction not only at the national but also international level by submitting it to The United Nations Educational, Scientific, and Cultural Organization (UNESCO) in order to get the status as a UNESCO Global Geopark (UGG). In this regard, the Minister of Tourism Arief Yahya said that by obtaining UGG status, a geopark will have more bargaining value to attract foreign tourist visits which will ultimately increase Indonesia's national income from the tourism sector and specifically improve the economy of the people of South Sulawesi and Maros. significantly. Indonesia can reflect on China, which has 140 geoparks, of which 37 have UGG status. As a result, China was able to generate Rp 100 trillion with relative ease from these geoparks. Indonesia itself, by having four geoparks with UGG status, has brought in 4 million tourists with relative ease. By looking at the efforts of the local government, it is clear that in the not too distant future, the Rammang-Rammang Karst Area, in addition to being prioritized by the central government to enter KSPN, will also get UGG status

which will increase the potential of this destination as an international tourism destination (Paramitha & Aria 2018).

Seeing the economic potential of international tourism from the Rammang-Rammang Karst Region for both the national and regional economy, as well as in terms of adding economic value and empowering local communities, it is not enough just to rely on tourism submissions and promotions to get UGG status or by providing facilitation of supporting physical facilities and infrastructure that only focuses on procuring boats for tourists, but the Rammang-Rammang Karst tourism area needs to be equipped with more complete and integrated tourism facilitation. Several existing studies have conducted observations and direct interviews in the field with local communities in these attractions and have found that there are still many tourism facilities that are not yet complete, including transportation access, lodging facilities, and restaurants that are still lacking, and have not been standardized and certified. entrepreneurs engaged in the tourism businesses. The cause of this problem, according to them, is due to the lack of local government attention and assistance in the development of tourism in the Karst Rammang-Rammang area (Harnida & Tahir 2012, 133-136).

Based on this problem, we propose a Real Work Lecture Program (KKN) – Community Learning and Empowerment (PPM) to 1) increase the understanding of local communities around the Rammang-Rammang Karst area about the importance of standardization and certification of tourism businesses that they are doing, both in the transportation, accommodation and restaurant sectors; and 2) provide assistance and mediation to the local community in order to maximize their communication with the Maros Regency Government and South Sulawesi Provincial Government in an effort to obtain assistance and facilities from the regional government, both in terms of obtaining business permits and certification, as well as in obtaining assistance with facilities. and a more complete tourism infrastructure.

2. Literature Review

The literature that is implemented majorly focuses on developing the discourse of tourism and the management of tourism. The concept of tourism and tourism development is an important concept that becomes a reference in implementing the proposed Unhas KKN-PPM program. Tourism itself can be defined as a temporary trip from one place to another that is carried out in groups or individually, in order to find happiness and balance with the environment, both in the natural, scientific, social and cultural dimensions (Spillane 1987, 20). Furthermore, Pendit (2003) explains that tourism is a temporary traveling process by a person or group of people with a destination other than their place of residence. This travel motivation can be in the form of economic, cultural, social, religious, political, health, or motivational motivations just to satisfy curiosity, and add experience or to learn. More specifically, Salah Wahab (2008, 111) describes tourism as a human activity that receives comprehensive services from various service providers both at home and abroad. This is done by temporarily living in another area to get and experience various kinds of inner and outer satisfactions.

Based on the concept of tourism, tourism activities can then be divided into several types, which according to Spillane (1987) include tourism to enjoy the trip (pleasure tourism), tourism for recreation (recreational tourism), tourism for culture (cultural tourism), tourism for sports. (sports tourism), tourism for trade (business tourism), and tourism for conventions (convention tourism).

Referring to the concept and types of tourism above, tourism is then often perceived as the engine of the country's economy in generating foreign exchange that contributes to the economic development of a country, including Indonesia. However, in principle, tourism has a fundamental and broad spectrum of development for a country. This can be observed from the objectives of tourism development which include the following objectives: a) National Unity and Unity; b) Poverty Alleviation; c) Sustainable Development (Sustainable Development); d) Cultural Preservation; e) Fulfillment of Life Needs and Human Rights; f) Economic and Industrial Improvement; and g) Technology Development. Based on the various spectrums of tourism development goals above, it is clear that the tourism sector then has a central contribution to a country. Therefore, tourism development is an essential thing. The existence of natural and cultural wealth owned by a country, then becomes the main modality in the framework of tourism development. The potential for natural and cultural wealth is taken into consideration in

developing an area or location as a major tourism destination. Natural wealth can be in the form of various marine potentials as well as those on land such as rivers, lakes, and hot water. In addition, cultural wealth can be in the form of global arts, as well as the friendliness and openness of the local community, and culinary riches. All of these things have become the driving force for the growth of community mobility to become tourists and contribute to tourism (Nirwandar 2010, 1).

Furthermore, the existence of good and adequate air and sea accessibility infrastructure is needed in tourism development because it is a support for the development of an area to become a tourist destination. Then, increasing the capacity and quality of tourism supporting facilities and infrastructure services is also a very important aspect in tourism development. In this case, it is necessary to prepare human resources (HR) with adequate competence in the field of tourism services. The community's ability to socialize and interact, for example, needs to be complemented by operational, technical, and managerial capabilities in the provision of tourism goods and services. The assumption that workers in the tourism world are servants must then begin to be replaced with the assumption that they are world class professionals. The ability of the community to develop their competence and capacity in the tourism sector is believed to be able to improve the quality of services and travel experiences for domestic and foreign tourists. Therefore, the focus of tourism development needs to be the main agenda and commitment of all relevant stakeholders in tourism development (Nirwandar 2010, 2).

3. Research Methodology

In attaining the results of this research, the following have been conducted:

3.1. Time and Place of Research

The implementation of KKN-PPM-UH community service was carried out for approximately 2.5 months located in several areas in Lau Subdistrict and Bontoa Subdistrict, Maros Regency.

3.2. Stakeholders Aimed

The target of activities in the implementation of this work program is the general public, especially business actors in the Rammang-Rammang tourist area and around the Bontoa sub-district, and tourism promotion is carried out to target the interest and trust of foreign tourists in the Rammang-Rammang tourist destination.

3.3. Method of Community Service

To achieve the planned output targets in this program, the implementation method carried out will combine online and offline methods. This is an adjustment to the Covid-19 pandemic conditions that are spreading by continuing to periodically limit activities that are in the field. For this reason, the implementation of activities in the form of socialization and tourism and entrepreneurship workshops, which were originally planned offline, has been cancelled, considering the increasing number of cases of the spread of the COVID-19 virus in Maros Regency. The KKN-PPM activities are operationally carried out entirely by students participating in the KKN, totaling 24 participants.

The implementation of this KKN-PPM activity itself was carried out for approximately 2.5 months with a work program carried out in Lau Subdistrict and Bontoa Subdistrict. The division of the KKN-PPM working group is based on the domicile area of each student participating in the KKN which includes two groups in Lau District and three groups in Bontoa District.

4. Results and Discussion

The role of students in today's society continues to develop and adjust from time to time. Students not only have obligations in the academic field, but the presence of students also has an important role in society as a tangible

manifestation of the Tri dharma of higher education. There are three important things in the Tri dharma of higher education, including education, research, and community service that are interrelated with each other.

The role of students in realizing these values is very necessary. Students as agents of change also have a big responsibility in changing Indonesia towards a better Indonesia. One of the concrete manifestations of the implementation of community service by students is the implementation of Real Work Lectures (KKN). The Community Service Program is the right means for students to spread benefits to the community based on the scientific disciplines possessed by students and adjusting to community needs. The Community Service Program requires students to present innovations, information, and solutions to various problems that occur in the community.

During the Covid-19 pandemic, various policies were made to adapt to the current situation with the aim of breaking the chain of spread of the Covid-19 virus in Indonesia. One of them is travel and tourism restrictions in various regions in Indonesia. As a result, many tourist attractions were closed, resulting in a decrease in visitors, both domestic and foreign tourists.

Initially, the Real Work Lecture Program (KKN) – Community Learning and Empowerment (PPM) aimed to increase the understanding of local communities around the Rammang-Rammang Karst area about the importance of standardization and certification of tourism businesses that they do, both in the transportation, accommodation, and tourism sectors, as well as restaurants. In addition, it also provides assistance and mediation to local communities in order to maximize their communication with the Regional Government of Maros Regency and the Regional Government of South Sulawesi Province in an effort to obtain assistance and facilities from the regional government, both in terms of obtaining business permits and certification, as well as in obtaining assistance with facilities, and a more complete tourism infrastructure.

In its implementation itself, there are several significant changes in this community service program, including the implementation of activities that initially focused on the Rammang-Rammang tourist area located in Salenrang Village, Bontoa District, which underwent changes due to the location of the KKN program implementation which was divided into two sub-districts, namely District Lau and District Bontoa. In addition, the number of KKN participants who are members of the KKN-PPM program is 24 students, which is not in accordance with the initial planning of the activity, moreover, it is divided into two domicile areas, namely Lau District and Bontoa District.

With the adjustment to these conditions, the focus of the service program has also changed to empowering the community around the Lau District and Bontoa District. Based on this description, this service seeks to improve community empowerment not only for local communities in the Rammang-Rammang tourist area, but also empowerment in various villages or sub-districts that cover the Lau Subdistrict and Bontoa Subdistrict.

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The initial targets in this activity are local communities who are business actors, be it tour guides, accommodation providers, transportation, and restaurants or MSMEs who live near the Rammang-Rammang Karst Area, Salenrang Village, Maros Regency, South Sulawesi. However, due to the planning of activities that have undergone changes in their implementation in the field, the targets are not only local communities in the Rammang-Rammang tourist area, but also local communities around the Lau and Bontoa sub-districts scattered in various villages or sub-districts.

The outputs that will be achieved through the Real Work Lecture Program (KKN) - Community Learning and Empowerment (PPM) are scientific articles published in Scientific Journals with ISSN or ISBN proceedings from national seminars, articles in mass media, documentation of activities in the form of photos, and videos, as well as increasing the empowerment of local community partners in the Rammang-Rammang Karst tourism object.

Broadly speaking, the service activities that have been carried out are divided into four categories, including socialization and counseling about information related to the field of study during the Covid-19 pandemic. Second, empowering MSMEs. Third, is the promotion of digital-based Rammang-Rammang tourist village. Lastly, is English language education for local communities in Lau and Bontoa Subdistricts.

5. Conclusion and Recommendations

In the implementation of this KKN-PPM-UH service, there are several obstacles during the service. There are several significant changes in this community service program, including the implementation of activities that initially focused on the Rammang-Rammang tourist area located in Salenrang Village, Bontoa District, which underwent changes due to the location of the KKN program implementation which was divided into two sub-districts, namely Lau District and Bontoa District. In addition, the number of KKN participants who are members of the KKN-PPM program is 24 students, which is not in accordance with the initial planning of the activity, moreover, it is divided into two domicile areas, namely Lau District and Bontoa District.

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Based on this, the promised outcomes are also adjusted to the implementation of service programs in the field, where outcomes such as intellectual property rights cannot be implemented. In addition, this condition also causes delays in scientific publications in journals with ISSN / Proceedings of National journals due to the lack of information obtained.

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