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Community Participation in the Development of Local Wisdom-Based Tourism Villages

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Abstract
This study aims to 1) analyze the forms of community participation in the development of local wisdom-based tourism villages in Paccekke Village, and 2) analyze the factors that influence community participation in the development of Local Wisdom-Based Tourism Villages in Paccekke Village. The method used in this study was qualitative, with observation, interview and documentation data collection techniques. The data analysis techniques used were data reduction, presenting data and drawing conclusions. The results of the study indicate that: 1) community participation had been quite active in the planning and implementation stages, indicated by involvement in village deliberations and contributions of manpower and materials in tourism village activities. However, participation is still lack at the stage of utilization of results and evaluation due to lack of socialization, unequal distribution of development benefits, and low sense of ownership. 2) Factors that encourage participation include the spirit of mutual cooperation, the active role of community leaders, and the use of technology. The obstacles to participation come from time constraints, minimal understanding of tourism, inadequate infrastructure conditions, and weak communication networks. Therefore, a strategy is needed to strengthen community capacity and synergy between stakeholders so that the development of tourism villages can be sustainable and bring economic, social and cultural benefits.

Keywords: Community Participation, Tourism Village, Local Wisdom, Paccekke Village

INTRODUCTION

Tourism is a strategic sector that has an important role and contribution in national and regional economic development (Maturbongs, 2020). Increasing economic progress and prosperity have made tourism a basic part of human needs or lifestyle (Buhalis et al., 2023). It has even moved millions of people to get to know nature and culture in other parts of the world. Community participation in the development of local wisdom-based tourism villages is a critical area of interest, particularly in the context of sustainable tourism and cultural preservation. Local wisdom encapsulates the accumulated knowledge and practices of a community, often passed down through generations, which are integral to the identity and heritage of the area. However, the challenge lies in integrating this local wisdom into tourism development processes while ensuring that the community remains actively involved and benefits equitably.

Issues such as balancing economic opportunities with cultural preservation, managing tourism impacts on the environment, and empowering local communities to take ownership of tourism initiatives are central to this discourse. Effective community participation not only enhances the authenticity of tourism experiences but also fosters a sense of pride and responsibility among residents towards their cultural heritage and natural resources (Drazewska, 2023). The movement of millions of people then moves the interconnected economic chain and becomes a service industry that makes an important contribution to the world economy, the economies of other countries, and to increasing economic welfare at the local community level, especially communities in tourism destinations (Zhang et al., 2015). Indonesian tourism is developed to be able to encourage economic activities and improve Indonesia's image, improve the welfare of local communities, especially those in tourism destinations, and provide expanded employment opportunities (Junaid et al., 2022).

Tourism development utilizes the potential of the diversity of the charm of Indonesia's natural beauty as the largest marine tourism area in the world wisely and sustainably, and encourages economic activities related to the development of national culture (Permenparekraf Number 3 of 2021). In realizing development goals, all natural potential must be explored, developed, and utilized as well as possible. For Indonesia, the tourism industry is an opportunity that cannot be let go (Jubaedah & Fajarianto, 2021).

Tourism has grown into a very profitable industry and has bright prospects for National Development. In addition, tourism also contributes foreign exchange reaching US$4.26 billion in 2022, which is an increase of 769.39% compared to 2021 (MENPANRB, 2022),(Junitaningsih & Pramono, 2024). Along with the development of the times, the tourism sector which was initially mass tourism has now begun to experience changes into alternative tourism and rural tourism. This change leads to tourism activities that are oriented towards natural and local tourism which aims to increase insight, adventure and

learning (Manteiro, 2016). experience the uniqueness of life and traditions of rural communities with all their potential.

Villages have the potential as community-based tourist destinations, based on local wisdom and one of the economic boosters based on the principle of mutual cooperation and sustainability. Local wisdom is the most important point in the development and management of tourist villages. One form of community-based tourism development is the Tourism Village. A tourism village is a rural area that has several special characteristics to become a tourist destination and is one form of regional development based on basic potential and local empowerment. These tourism activities occur in the community environment and involve the community in the development of the tourist village itself, or commonly known as community participation (Albertoras Telaumbanua et al., 2023). Community participation in the tourism sector plays a very important role (Astuti et al., 2024).

Government attention is very important in tourism development (Azizah & Ilyas, 2023). Barru Regency is a regency with high tourism potential, starting from natural tourism, culture, to man-made. Barru is surrounded by mountains and hills. Barru Regency has a number of developing tourist villages with their own unique potential (Wahyudi AR, 2023). Kamiri Village offers natural charm such as To Magelli Waterfall. Pancana Village has historical and cultural value through the Bugis literary figure Colliq Pujie, while Nepo Village is a historical tourist attraction because it is the childhood place of President BJ Habibie. Bulobulo Village or Wanua To Bentong is known for its To Balo cultural community and local To Bentong language.

In addition, Lalabata Village is attractive with Baruttungnge Waterfall and historical sites such as the tomb of King Tanete and the Lailatul Qadri Mosque, as well as Kading Village which develops eco-friendly tourism through Pekkae Ecolodge & Ecoriwer Café. The potential of these villages reflects Barru Regency's efforts to develop tourism based on local wisdom. One of the tourist villages that is being intensively developed by the Tourism and Culture Office is Paccekke Village which is famous for its Paccekke Reservoir and agro-tourism born from the spirit of community mutual cooperation. Based on initial observations made by researchers, Paccekke Tourism Village is located in Soppeng Riaja Dub-District, Barru Regency.

Paccekke Tourism Village is a Tourism Village that offers various attractions from nature, interesting culture. One of the tourist villages that is famous for its local wisdom 4 such as food and customs. One of the attractions in Paccekke Tourism Village is Embung Pacceke. Embung Paccekke is one of the reasons for the central government through the Ministry of Villages to give a national level 1 village innovation award in 2019. This village was named a Tourism Village because Paccekke Village still maintains the preservation of its natural beauty and the authenticity of its culture. The majority of the population there work as farmers. Every year, Paccekke Village has a special agenda to preserve the

existing culture. For example, the Mapadendang culture which is held every year and some are also held every 3 years which is the peak of a cultural event. Paccekke Village develops the potential of its Human and Natural Resources by producing various processed foods as souvenirs. Regarding local wisdom, the people of Paccekke Village are indigenous Bugis people who highly uphold the values of Bugis culture. Paccekke Village is a new tourist village or pioneering tourist village that has recently been developed independently by the community. Even though it only has the status of a small village, this village already has potential such as nature, culture, institutions and this village has been inaugurated in 2019 and is registered and has a Decree.

Based on the results of observations and pre-research interviews conducted by researchers with the head of the Paccekke Village Pokdarwis, researchers obtained several general descriptions of the current condition of the Paccekke tourist village, the development of the tourist village cannot be separated from the participation of the community in the development of the Paccekke tourist village in developing the potential of the tourist village in their area, especially Pokdarwis as the main figure in developing the existing potential. In its development since 2019 until now, the Paccekke tourist village has undergone various changes. One of them is a change in the focus of its development.

Based on the theory mentioned, community participation is quite important in supporting development and its development, but in practice, community participation in development has not been maximized, although the local community does not understand the development that is happening in their area, so the community does not understand what participation should be done. In addition, it is not Based on the description of the background, So the researcher is interested in studying. the purpose of the study is to determine the forms of community participation in the development of Paccekke Tourism Village and to determine the factors that influence community participation in the development of Paccekke Tourism Village. So the researcher raised the title "Community Participation in the Development of Tourism Villages Based on Local Wisdom in Paccekke Village, Soppeng Riaja Sub-District, Barru Regency".

METHOD

The type of research used was qualitative. Qualitative research is research that aims to understand the phenomena of what is experienced by the research subject, for example behavior, perception, motivation, action, and others holistically, and by means of description in the form of words and language (Creswell, 2013). The reason for choosing a qualitative approach in this study is to focus on in-depth information studies related to Community Participation in the Development of Local Wisdom-Based Tourism Villages in Paccekke Village, Soppeng Riaja District, Barru Regency. The informants in this study were divided into key informants/main informants and also supporting

informants. The key informants in this study were the community and village officials, totaling 6 people.

The data collection technique in this study involved three main stages, namely initial observation, interviews, and documentation. Each stage was carefully selected to ensure comprehensive and credible data acquisition. This study was conducted in Paccekke Village, Soppeng Riaja District, Barru Regency, South Sulawesi. The selection of this location was based on the potential of the village which is actively developing the tourism sector based on local wisdom by involving active participation from the community. The research implementation period lasted for two months, which included field observations, interviews with informants, and collection of supporting documents.

The data analysis technique used is the interactive model from Miles and Huberman, which includes three main stages, namely data reduction, data presentation, and drawing conclusions and verification (Huberman & Saldana, 2014). This process is carried out repeatedly to explore the deep meaning of community participation in the context of developing tourism villages, as well as to find patterns that are relevant to local wisdom values. To ensure the validity of the data, researchers apply several techniques such as data triangulation (combining the results of observations, interviews, and documentation), as well as member checks or direct clarification to informants regarding the initial findings. This is done so that the data obtained truly reflects the reality in the field and can be scientifically accounted for. With this approach, research is expected to be able to provide a complete picture of the dynamics of community participation and the role of local wisdom in developing sustainable tourism villages.

RESULT AND DISCUSSION

This study aims to reveal community participation in the development of local wisdom-based tourism villages in Paccekke Village, Soppeng Riaja Sub-District, Barru Regency, based on the results of interviews with informants consisting of academics, communities, and traditional leaders, Pokkdarwis, findings were obtained that answered the formulation of this research problem. By exploring various perspectives from informants, this study seeks to provide a comprehensive understanding of the forms of community participation in the development of local wisdom-based tourism villages and what are the driving and inhibiting factors of Paccekke tourism villages.

The development of tourism villages is currently an important strategy in improving the welfare of rural communities while preserving culture and the environment. Tourism villages based on local wisdom not only display the potential of nature and culture as tourist attractions, but also emphasize the active involvement of local communities as the main actors in development. Local wisdom possessed by the Pacekke Village community, such as the values

of mutual cooperation, customary etiquette, and traditional practices that are still preserved, are potential social capital in building an authentic and sustainable tourism village identity. However, the success of tourism village development is highly dependent on the extent to which the community participates in the entire process, from planning, implementation, to evaluation of tourism activities.

1. Community Participation in the Development of Local Wisdom-Based Tourism Villages in Paccekke Village, Soppeng Riaja District, Barru Regency

Community participation is a voluntary contribution from the community during the decision-making process, in running programs where they enjoy the benefits of these programs and are involved in program evaluation in order to raise their welfare levels. In this study, the theory of the division of forms of participation according to Cohen and Uphoff was used in(Muhammad Saif Aziz, et al., 2023). There are four divisions of participation forms which include Planning, Implementation, Maintenance (Utilization) and evaluation.

a. Participation in decision making

The interview results show that the participation of the Paccekke Village community in the development of a local wisdom-based tourism village involves a very participatory planning process. The community is actively involved from the idea formulation stage to strategic decision-making through deliberation forums and village meetings. Although the final decision is still determined by the village government, the community is given space to express opinions, proposals, and suggestions. Planning documents such as the RPJMDes are the basis that directs the process of developing a tourism village in accordance with existing local characteristics and potential.

The implementation of tourism village development also actively involves the community in carrying out activities such as community service, welcoming guests, and managing tourism businesses. This reflects the broad support of the community for this initiative because it is considered relevant to the cultural, natural, historical, and traditional culinary values owned by Paccekke village. This involvement not only strengthens the structure of community participation in decision-making, but also increases the sense of ownership of the results of tourism village development (Kasim & Lema, 2025).

Community participation in the development of Paccekke tourism village follows the participatory principles recommended by Cohen and Uphoff's theory. This shows a serious effort to build understanding and plans that accommodate various community perspectives, so that it can realize sustainable tourism village development and have a positive impact on the entire community.

In the implementation, the community showed real contributions in the form of ideas, energy through mutual cooperation, as well as financial and goods support for tourism village activities, especially the preservation of local

culture such as the Mapadendang tradition and the construction of village facilities. The development of tourism villages based on local wisdom in Paccekke Village also shows that community involvement in strategic decision-making can strengthen the sense of ownership and responsibility for the sustainability of the program. This is in line with research Syarifuddin, (2023) which illustrates that community participation in tourism development includes readiness in planning, economic development, and awareness of the importance of cultural empowerment and cultural heritage.

b. Participation in implementation

The participation of the Paccekke Village community in the implementation of village development programs, especially the development of Tourism Villages, has begun to show positive improvements. Residents are involved in various activities such as maintaining environmental cleanliness, securing events, and training related to tourism. However, this involvement is still dominated by community representatives or administrators of certain groups, while most other residents have not been fully involved directly. Even so, community enthusiasm is quite high, especially after the presence of the Tourism Village program which opens up new economic opportunities for residents and encourages awareness of the importance of protecting the environment and preserving local culture.

In addition to participation in the form of thoughts, the community also actively contributes through labor in various mutual cooperation activities. Local traditions such as Mapadendang and the construction of mosques are real examples of community labor participation, where all levels of residents, both men and women, help each other according to their abilities. This tradition not only maintains cultural and religious values, but also strengthens togetherness and the spirit of mutual cooperation. This involvement becomes a social force that is able to support the development of tourist villages independently, although it is still constrained by budget constraints and lack of coordination.

Participation in the form of materials such as money, food, and goods is also still strong in Paccekke Village. The community voluntarily provides donations when there are village activities, both for cultural events and the construction of public facilities such as mosques. This habit shows that the value of mutual cooperation in the village is still well maintained (Kasim, 2022). However, to ensure the success of the Tourism Village program, more serious efforts are needed to empower and involve all elements of society evenly, not just representatives, in order to create a sense of ownership and shared responsibility for the sustainability of the village program in the future.

c. Participation in utilization of results (Maintenance)

Community participation in the utilization stage of the results of the tourism village program in Paccekke Village has not been fully optimal. Although some residents have begun to get involved in maintenance activities,

such as cleaning the tourist area, repairing light facilities, and reminding other residents to maintain cleanliness and order, this involvement is still limited. Most of the community tends to be passive, on the grounds that the planned program has not been fully realized, so that it has not fostered a sense of ownership and shared responsibility for the results that have been achieved (Gunawijaya et al., 2016).

Limited information, weak coordination between program implementers and the community, and minimal assistance are the main factors influencing the low level of participation (Setiyorini et al., 2019). Some residents said that they were more motivated to get involved when there were guests or visiting activities, in order to maintain the village's image in the eyes of visitors. In addition, some residents felt the need to wait for more tangible program results before they were truly willing to actively participate in maintenance, because there were still several planned activities that had not gone as expected.

However, the benefits of the existence of the tourist village began to be felt by the community. In addition to the environment becoming cleaner and tidier, some residents get additional income from selling food, agricultural products, and local crafts. Paccekke Village also began to be known to the outside community. The value of togetherness also grew among the residents, which was reflected in mutual cooperation activities and cooperation in maintaining the environment of the tourist village. In the future, increased socialization, equal involvement of residents, and ongoing support and assistance are needed so that community participation can be maximized and the benefits of the tourist village can be felt as a whole.

d. Participation in Evaluation

The participation of the Paccekke Village community in the evaluation stage of the development of the tourism village takes place through various forums, such as the tourism village communication forum, village deliberations, and regular meetings with the Pokdarwis management. Evaluations are usually carried out once a year, to see the achievements of the program, plan future activities, and accommodate criticism and suggestions. However, in its implementation, not all communities are directly involved. Only community leaders, representatives of residents, and members of village organizations are invited to the evaluation meeting.

Although participation is not evenly distributed, the community is still given space to express their opinions, especially regarding supervision of infrastructure, tourism facilities, and environmental cleanliness. A number of residents have begun to be active in deliberation activities and program implementation, such as mutual cooperation in road construction and cleaning the environment of the tourist village. Information on the results of the evaluation was also conveyed back to residents through village managers and representatives, so that the entire community knows the progress and plans for future village development. Community involvement in the evaluation is also a

means to foster a sense of ownership of the tourist village program. The community is acknowledged to have begun to feel the positive impact of this program, both in terms of economy and environment (Firdaus et al., 2021). However, some residents argue that participation will be maximized if community involvement is expanded, not only limited to figures or administrators. Wider socialization and ongoing assistance are needed so that community involvement in the evaluation is truly comprehensive and has an impact on the sustainability of the tourism village program.

2. Factors Influencing Community Participation in the Development of Local Wisdom-Based Tourism Villages

Community participation in the development of local wisdom-based Tourism Villages in Paccekke Village is influenced by various driving and inhibiting factors. Driving factors include high community willingness, strong social solidarity, the active role of community leaders and village government, Communities are encouraged to participate because of awareness of the economic benefits and preservation of local culture, and the existence of mutual cooperation that is still strong. The village government also plays an important role in providing direction, training, and facilitation so that the community increasingly understands the tourism potential in their village. On the other hand, community participation is hampered by several factors, such as limited time because the majority of residents work as farmers, a narrow mindset regarding tourism, inadequate infrastructure and road access conditions, and an unsupportive internet network. In addition, the low level of community understanding of tourism management is also a major obstacle, so that ongoing training and mentoring are needed. With strong synergy between the community, government, and other stakeholders, the development of local wisdom-based tourism villages in Paccekke Village has the potential to develop sustainably and bring social, cultural, and economic benefits to the local community.

The participation of the Paccekke Village community in developing a tourism village based on local wisdom is influenced by several driving factors, including willingness and social solidarity (Zielinski et al., 2020). The will arises from the community's awareness of the potential of their village in improving the economy through tourism activities. The residents of Paccekke Village showed enthusiasm to be involved, both in preserving culture, providing traditional foods, and mutual cooperation activities. This is supported by the values of togetherness and a sense of belonging to the village that are still strong, as well as government support through training and coaching.

The main obstacle is the limited time of the community, the majority of whom work as farmers, making it difficult to make time for village activities. In addition, the mindset of the community who still do not fully understand the benefits and concepts of tourist villages is also an obstacle, where some

residents consider tourism to be just an entertainment activity without realizing the economic and cultural potential that can be developed (Silalahi et al., 2024). Lack of education and socialization regarding the benefits and management of tourist villages means that community participation is still not optimal.

In addition to internal factors, infrastructure obstacles are also a serious challenge. Damaged, narrow, and steep access roads to tourist villages make tourists reluctant to come and the community less enthusiastic about getting involved. In addition, poor communication networks due to the absence of signal towers worsen the situation, hampering the promotion and connectivity of tourism information. This condition shows the need for infrastructure improvements and strengthening community education so that the tourism potential of Paccekke Village can be utilized optimally and community participation increases.

CONCLUSION AND RECOMMENDATION

The participation of the Paccekke Village community in the development of a local wisdom-based tourism village shows a positive trend, although it is still uneven. The community is actively involved in the planning process through deliberation forums, program implementation such as mutual cooperation, preservation of traditions, and a little in the utilization of results and evaluation of activities. Community support is seen strongly when there are joint activities or tourist visits, but participation in maintenance and evaluation is still dominated by representatives of certain groups. However, this program has begun to provide economic and social impacts for residents and raise awareness of the importance of maintaining village culture and environment.

Community participation in the development of Paccekke tourism village is influenced by driving factors in the form of high willingness, social solidarity, support from community leaders and government, and awareness of economic and cultural benefits. On the other hand, participation is still hampered by the limited time of residents who are mostly farmers, a narrow mindset about tourism, weak infrastructure, and poor communication networks. The low understanding of tourism governance is also an obstacle, so synergy is needed between the community, government, and stakeholders to increase the capacity, infrastructure, and mindset of residents for the sustainability of the program.

To encourage the success of the development of local wisdom-based tourism villages in Paccekke Village, it is recommended that the village government and related parties increase the intensity of socialization, training, and mentoring for all levels of society evenly. In addition, it is necessary to improve basic infrastructure such as road access and communication networks, so that tourism villages are easier to reach and promotion can run effectively. The village government should also build a more inclusive participatory forum,

involving all elements of society in evaluation and decision-making in order to create a sense of ownership and shared responsibility for the sustainability of the program. That way, the development of tourism villages is expected to not only have an economic impact, but also preserve local cultural values sustainably.

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