

## **POTENTIAL AND IMPACT OF TOURISM DEVELOPMENT POLICIES ON SOCIO-CULTURAL AND ECONOMIC LIFE IN THE WANGI WANGI COMMUNITY OF WAKATOBI REGENCY**

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### **Abstract**

*The accelerating of the development of tourist areas, has been carried out by the establishment of 10 tourist area destinations or known as the Top 10 National Tourism Priority. One of the priority tourist destinations is Wakatobi Tourism. This study aims to analyze potential and impact of tourism development policies on the socio-cultural and economic life of the people of Wakatobi Regency. The research uses a qualitative approach with data collection techniques through desk studies and interviews and observations. Data processing refers to the data processing and preparation model in a qualitative research approach and then analyzed with reference to domain and taxonomy analysis. The results showed that the tourism development policy in Wakatobi Regency that the potential for tourism development policies in Wakatobi Regency are underwater tourism, coastal-land tourism, and cultural tourism and the potential had a positive impact on improving community skills, transforming livelihoods, changing the level of life values, opening up business opportunities, employment, increasing income. Meanwhile, the negative impacts are the destruction of monuments and culture as well as historical places, the commercialization of culture and the erosion of cultural values and societal norms. For this reason, cooperation between the government, the community and the business world is needed, in managing the tourism of Wangi Wangi Island in particular and Wakatobi Regency in general.*

**Keywords:** *Policy impact, tourism development, tourism industry, socio-cultural-economic life, Wangi Wangi Island.*

### **1. INTRODUCTION**

The Indonesian government continues to encourage infrastructure development and maritime connectivity. One area of concern is the utilization and management of the maritime tourism sector. As a maritime country that has a wide and diverse wealth of marine resources and coastal wealth, it can provide excellent opportunities for industrial development that focuses on managing maritime tourism potential (Damanik, J & Weber, 2006).

Tourism is a travel activity carried out by a person or group of people by visiting certain places

supported by various facilities for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited, in a temporary period (Ismayanti, 2010). Natural and cultural wealth is an important component of tourism potential which is a tourist attraction (Santi, et al., 2019).

Tourism is believed to have an important role in increasing regional and state opinion, as well as being a way to introduce the culture of one region to other regions, and to contribute to economic and socio-cultural development. In this regard, the government has adopted a tourism development policy which is expected to have a positive impact on society and the country as stated in Law Number 10 of 2009 concerning Tourism. Since 2011 tourism has become the government's mainstay to collect foreign exchange for the non-oil category (Prasetia, et al., 2019).

The large opportunity for the potential of the country's natural resources in increasing foreign exchange earnings, the government is trying to develop new tourist destinations in order to support the government's target of increasing the number of tourists coming to Indonesia in 2019, in accordance with the direction of government policies in the tourism sector and the creative economy. By focusing on the Top 10 National Tourism Priority development program in accordance with the President's mandate in the Cabinet Secretary's Letter Number B 652/Seskab/Maritim/2015, concerning Tourism

The government proposed ten new tourist destinations, one of which was Wakatobi. UNESCO data (2012) established Wakatobi as the 8th Biosphere Reserve in Indonesia which has marine biodiversity with the most coral species in the world, namely 750 species out of a total of 850 world coral species. Tourism development in Wakatobi Regency, the Government refers to the Regional Tourism Development Master Plan 2016-2025, which includes the development of regional tourist destinations, regional tourism industry development, tourism marketing and tourism institutions. Furthermore, referring to the master plan, Wakatobi tourism is divided into three tourism zones, namely potential underwater tourism attractions, potential coastal-land tourism attractions, and potential cultural tourism attractions (BPS Wakatobi in Figures, 2020).

Tourism, which is referred to as a means to increase regional income and as a regional promotion media, seems to have an impact on people's lives, both positive and negative (Ismayanti, 2010; Ling, et al., 2011). The impact of tourism development on communities and tourist destinations can include, economic impacts and socio-cultural impacts, as well as impacts on the local environment itself (Pitana and Gayatri, 2005; Darwin, et al, 2020; Soemarwoto, 1997).

Tourism development policies in Wakatobi can also have an impact on the region and the environment. Buckley (2014) suggest the presence of tourists and the development of the world of Tour and Travel have given rise to various problems of their own, ranging from demands on local governments for equitable development of tourist destinations, stability in prices of basic necessities, employment, controlling incoming culture, local wisdom, increasing income and providing facilities and infrastructure. as well as other tourism supporting facilities in order to provide a safe and comfortable feeling for tourists who will visit to a tourist destination area, in this case on Wangi-wangi Island. On the other hand, there is hope from the community for business opportunities as well as changes in socio-cultural and economic life for the better that can be present along with regional tourism development policies. This study is to analyze the impact on the community in the Tourist Destination Area (DTW) and see to what extent the goals that have been set can be achieved issued by the Wakatobi district government in developing the tourism potential of the area owned by using a policy impact analysis approach.

## **2. LITERATURE REVIEW**

### **2.1 Tourism Development as a Public Policy**

Dye (Nugroho, 2008) defines public policy as whatever the government chooses to do or not to do. Dye argues that public policy should include all government actions, not just statements of intent from governments or government officials. Public policy refers to what the government chooses to do,

such as the government not acting on certain issues that could impact society.

Furthermore, according to Nugroho (2008) public policy is a decision by state authorities that aims to regulate common life. The purpose of public policy is to distribute state resources to the public, regulatory versus deregulative, dynamic versus stabilizing, and strengthening the state versus strengthening society/market. Chandler and Plano as quoted by Nugroho (2008) state that public policy is a strategic use of existing resources to solve public or government problems. Thus it can be said that public policy is a form of intervention carried out continuously by the government for the benefit of disadvantaged groups in society so that they can live, and participate in broad development.

Tourism development is a public policy related to the implementation of tourism (Yoeti, in Nandi, 2015), in order to introduce the culture of one region to another, or to achieve an increase in the income of a region or country, even as an industry that is able to contribute to socio-cultural development and economy, especially contributing to improve the welfare of society. Wakatobi Regency's tourism development policies are outlined in the Wakatobi Regency's 2016-2025 Tourism Development Master Plan. The substance of the policy includes: (1) the development of tourism destinations, carried out by developing accessibility and amenities; (2) the development of the tourism industry, in order to encourage the strengthening of the structure of the tourism industry, to increase the competitiveness of tourism products and to create business credibility among business partners; (3) development of tourism marketing, by strengthening the image of tourism, strengthening the segmentation and selection of tourism markets, and assimilation of tourism marketing; and (4) development of tourism institutions, by strengthening government and non-government tourism organizations and alliances with Non-Governmental Organizations (LSM).

## **2. 2. Concept of Impact of Tourism Development policy**

Impact according to Julianto (2008) is defined as a collision, a strong influence and brings both positive and negative consequences. According to Soemarwoto (2004), impact is a change that occurs due to an activity. These changes can be in the form of changes in economic structure, social structure, physical area, consumption patterns, behavior patterns, nature and the environment, technology, and changes in the cultural value system.

Impact is also defined by Hosio (2007) as a real change in behavior or attitude produced by policy outputs. Meanwhile, according to Islamy (2001) the impact of a policy is the consequences and consequences caused by the implementation of the policy, the impact can also be interpreted as a change in physical and social conditions as a result of the policy output. Based on this understanding, the impact is a real change as a result of the issuance of policies on attitudes and behavior.

In the world of tourism, the impact of the development of tourism activities can affect the environment, economy and socio-culture of the area. These impacts can be in the form of positive and negative impacts. According to Shaw and Williams in Ardika, (2003) the positive impacts of tourism activities on the culture of local communities include: the emergence of creativity and cultural innovation, cultural acculturation, and cultural revitalization. While the negative impacts that are often feared on the culture of the local community include the process of commodification, imitation and profanization.

Tourism development can basically bring various benefits to local communities. As revealed by Soekadijo (2003); (Jelincic dalam Zadel, Ivancic, dan Cevapovic, 2014) the benefits of tourism for local communities include:

1. Tourism allows for contact between people from the most distant parts of the world, with different languages, races, beliefs, beliefs, politics and economic levels. Tourism can provide a place for cultural introductions, create job opportunities so as to reduce the number of unemployed.
2. Tourism facilities such as hotels and travel companies are labor-intensive businesses, requiring far more labor than other businesses. Another benefit is that tourism contributes to the balance of payments, because tourists spend the money they receive in the countries they visit. So automatically

the receipt of foreign tourists is an important factor so that the balance of payments is profitable, namely income is greater than expenditure.

In the study of tourism development research on socio-cultural impacts, society cannot be seen as something "internality totally integrated entity", but must also look at existing segments, or look at interest groups, because the impact on one social group is not necessarily the same, it can even contradict the impact on other social groups. Likewise, regarding positive and negative assessments, it is very difficult to generalize to assess community change, because the positive and negative assessments are already value judgments, while these values are not always the same for all community groups. That is, the positive and negative impacts need to be questioned, "positive for whom and negative for whom?" (Pitana dan Gayatri, 2005).

Richardson and Fluker in Pitana and Diarta (2009); Agustina dan Octaviani (2016), stated that tourism activities have an impact on the socio-cultural life of the local community, namely:

1. Dampact on improving community skills

Increasing tourism activities in a tourist attraction area certainly requires workers to run a tourism business and provide services needed by tourists. Some of them may come from local residents who need various trainings to be able to develop good and quality tourism activities.

2. Transformation of livelihood structure

Employment opportunities in the tourism sector must be recognized as having several advantages when compared to other sectors. This will attract people from other occupations and regions to join the tourism sector.

3. Value level transformation

The increasing population with the arrival of people who have different attitudes can cause a mix of values in the tourist destination. The impact of the development of tourism on the value system in an area is greater due to the influence of visiting tourists.

Meanwhile, the negative impacts of tourism development activities according to Mill (2000) are: (1) Damage to monuments and culture and historical places (2) Cultural Commercialization, and (3) Increased crime

Antara and Paning in Aryunda (2011); Kameswara dan Suhirman (2020), argue that tourism has very close economic links with many sectors, through open-loop and induced-effects (in addition to the terms that are commonly known as trickle-down effect and multiplier effect). The role of tourism can also be seen from its contribution to GDP and employment, although there are no exact figures for the tourism sector in the statistical records. However, the increasing contribution of the trade, hotel and restaurant sectors can illustrate the role of the tourism sector.

The impact of tourism on the economy can be positive or negative. In general, these impacts are grouped by Cohen in Aryunda (2011), namely: (1) the impact on foreign exchange earnings (2) the impact on people's income (3) the impact on job opportunities (4) the impact on prices and tariffs (5) the impact on the distribution of benefits and profit (6) impact on ownership and control (7) impact on development and (8) impact on government revenue. Meanwhile, the negative impacts include: (1) Danger of dependence on the tourism industry (2) Increased inflation and land values (3) Increased frequency of importing (4) Seasonal products that are dependent on the previous season (5) slow return on capital, and (6) Encourage the emergence of other external costs.

### **2. 3. The Concept of Tourism and Touris**

Tourism itself in Law Number 10 of 2009 concerning Tourism has the meaning as a whole activity related to tourism and is multidimensional and multidisciplinary which appears as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, government, local government, and entrepreneurs. Hunziger and Kraf in Irawan (2010) define technical tourism as the entire network and symptoms associated with the stay of foreigners in a place,

provided that they do not stay in that place to do important work that provides permanent or temporary benefits.

Another definition, tourism is described by Yoeti (Nandi, 2015) as everything related to the implementation of tourism; While tourism etymologically comes from Sanskrit, namely *Pari* which means many, many times, circling, traveling, and tourism means traveling or traveling. for some reason and not to engage in a wage-earning activity. Thus, a trip taken by someone or more with the aim of getting pleasure to know something, or not to try or earn a living in the place visited, but solely to enjoy the trip for sightseeing and recreation (outside earning a living).

Meanwhile, in Law Number 10 of 2009 concerning Tourism, Tourism has its own interpretation, namely various kinds of tourism activities that are supported by various facilities and services provided by the community, businessmen, government and local governments. While the notion of tourism is explained by Murphy in (Pitana dan Gayatri, 2005) which includes tourists, tourist destinations, travel, industry, and others which are the result of travel to tourist destinations. Furthermore, Spillane's opinion in Puspita (2017) is an activity of traveling with the purpose of bringing pleasure, seeking satisfaction, seeking something and improving health, enjoying sports or rest, carrying out tasks, making pilgrimages and others.

Wakatobi has one of the National Parks in Indonesia which covers its entire territory as a potential tourist attraction or attraction to be developed, including having various types of tourism which are divided into tourist zone groups, namely First, the potential for underwater tourism attractions (offering a variety of beauty species). under the sea), Second, the potential for coastal and mainland tourist attractions (the beauty of the long white sands of the coast of the island), and Third, the potential for cultural tourism attractions (regional cultural heritage, both customs and various ancient heritage sites) in accordance the Regional Tourism Development Master Plan 2016-2025.

### **3. RESEARCH METHOD**

This study uses a qualitative approach, namely research that describes the content but is not based on statistical accuracy, words are arranged in the form of stories or events, have a more real impression, are more alive, full of meaning and are often much more convincing to the reader. The main data sources of this research are informants and social events that occur naturally in the context of the research that develop as they are, not manipulated by the researcher and the presence of the researcher does not really affect the dynamics of the object. Research informants were determined by purposive sampling, with data collection techniques through desk studies and interviews and observations. Data processing refers to the data processing and preparation model in a qualitative research approach and then analyzed with reference to domain and taxonomy analysis.

### **4. RESULT AND DEVELOPMENT**

#### **4.1 Wangi Wangi Island Tourism potential**

Wangi-wangi Island as a whole has an area of 448 km. As one of the tourist areas in Wakatobi Regency, Wangi-wangi Island has various types and beauty of tourism that can be served to tourists, both the beauty of underwater tourism, coastal and mainland tourism, as well as cultural attractions from the local community.

The wealth of underwater biodiversity in the form of coral reef ecosystems and all other underwater life which is the center of biodiversity in the Coral Triangle area is a *prima donna* and iconic tourism attraction for Wakatobi. As is the case at Sombu Dive Site, which has 64% of coral reefs covered by hard corals, mostly dominated by 19% soft living corals.

Picture 1  
**Underwater Sombu Dive Site**



*Photo source: Pelni.co.id (2020)*

In addition, Sombu Dive, which is located in Sombu Village, Wangi-Wangi District, has the beauty of mainland tourism which has been arranged by the government and is often a place for regional tourism activities and other events, such as dance performances, cultural attractions and as a diving location. regional guests attending various activities in Wakatobi. For example, participants in the Asia-Pacific Regional Conference held in Wakatobi Regency chose Sombu Dive as a spot for diving and dinner at that location. Sombu Dive has now become a favorite tourist attraction for the Wangi wangi community, especially in the late afternoon. Here, visitors will be presented with beautiful natural scenery and a blue panorama of the Banda Sea. Wangi Wangi Island also has coastal and mainland tourism potential

Wangi-wangi Island also has coastal and mainland tourism potential. The beauty of the long white sand that can be found in various places around Palau Wangi-wangi, including Cemara coastal tourism in Waha Village, Wangi-wangi District. Cemara Beach is one of the beaches with beautiful panoramas and not far from the urban center with a white beach length of about 200 meters accompanied by many trees such as coconut trees and pine trees that add to the beauty and coolness of this beach. From this Cemara beach, tourists can see the beauty of the sunset on the western horizon freely without any object blocking it.

Picture 2  
**Cemara Beach Waha Village**



*Source Photo : @SyahwanOde ( 2020)*

The potential for mainland tourism on Wangi Wangi Island includes panoramic views of hills and peaks, natural caves, lakes, saltwater lakes, natural forests, mangrove forests and agricultural land with local germplasm that is still preserved. The mainland tourist objects of Wangi-wangi Island, First, the Toliamba Peak Tour which is located in Waginopo Village, Wangi-wangi District. Toliamba Peak is the result of collaboration between the local government and the Ministry of Tourism to support the acceleration of tourism development in Wakatobi. Toliamba Peak is used by the public or tourists as a park at an altitude that can see all corners of Wangi-Wangi Island which leads to the Northwest.



Picture 3

**Toliamba Peak, Waginopo Village**



*Source Photo : @SyahwanOde (2020)*

At the peak of Toliamba, tourists will find a lot of various local culinary delights and if tourists visit at the right time, it is possible that tourists will be served with local cultural tourist attractions. The life of the Bajo people who are good at reading stars or Star-telling, canoeing around the village and enjoying the attractions of dolphins in the free sea and enjoying their special culinary.

Second, Bajo village tourism throughout the Mola Raya Village area, South Wangi-wangi District. In this Bajo tribal village, it is often known by the public as the floating palace because of the location of the Bajo tribal housing which at first glance looks like floating on the ocean and that is what makes the Bajo tribal village unique and exotic in the eyes of tourists.

Picturer 4

**Bajo Tribble Village on Wangi Wangi Island, Wakatobi**



*Source Photo : Oyi Kresnamurti (2020)*

The Bajo Tribe Village on Wangi-Wangi Island is a combination of five villages namely, North Mola Village, South Mola Village, Mola Bahari, Samaturu Mola and Bakti Fisherman Mola.

Another uniqueness in Wangi Wangi Island is Cultural Attractions and the heritages of the past that are still preserved. One of the past cultures is the Posepa'a cultural attraction in Liya Togo Village, the Lariangi welcome dance which is unique in each place, Kariya'a attractions and so on. The evidence of the legacy of past historical glory that is still preserved is the legacy of the Old Mosque of the Liya Togo Palace or also known as the Mubarak Mosque in the South Wangi Wangi District. The location of the complex and the Liya Togo Palace Mosque can be reached by vehicles, both two-wheeled and four-wheeled vehicles, with a distance of  $\pm 7$  km from the city center.

Picture 5

**The Oldest Mosque on Fragrant Island**



Source Photo : @SyahwanOde (2020)

The Liya Togo Palace Mosque was founded around 1546. In the Liya Togo Palace complex, there are royal family houses with the architectural style of stilt houses called Kamali. In addition, there are also old tombs of the sultanate family, a place for government meetings and deliberations called Baruga, Lawa as guard posts at the entrance to the Liya Togo Palace, and the main attraction is the stone fort which is firmly arranged as a central fortress of defense from attacks. enemy at that time. The fort still looks original and is maintained by both the local government and the surrounding community who already have a high awareness of the importance of preserving the heritage of the past.

Various tourism potentials owned by Wangi Wangi Island, encourage the Wakatobi local government to manage it wisely so that it can provide the maximum benefit for the region, especially the local community.

#### **4.2 Impact of Tourism Development Policy**

The natural beauty and cultural diversity in Wakatobi, especially on Wangi-Wangi Island, have had both positive and negative impacts. Positive Impacts include:

1. Improving the Quality and Skills of Local People

Richardson and Fluker in Pitana and Diarta (2009) said that the increase in tourism activities in a tourist attraction area certainly requires workers or employees to run tourism businesses and to provide the services needed for tourists. In Wakatobi Regency, the number of tourists visiting both domestic and foreign tourists continues to increase, along with the development of potential tourism object development policies and the addition of tourism events and festivals, be it cultural, marine, religious tourism and so on. The increase in tourism activities certainly requires qualified skills for the community who can become workers to run tourism businesses and can provide the best services needed by tourists. This can provide encouragement to the community, especially those around Wangi Wangi Island, to be able to learn and add their knowledge and skills in order to create tourism goods or services of the highest quality and in accordance with the current needs of regional tourism development.

Improving the quality of community skills and capabilities is not only focused on employees or employees who have worked both in government agencies, such as the State Civil Apparatus (ASN) and those who work in the private sector such as hotel employees, employees at diving equipment rental places, vehicles and so on, but also began to focus on the general public. This is in accordance by the Head of the Human Resources Empowerment Section of the Tourism and Creative Economy Office of Wakatobi Regency that:

"In order to improve the quality of our tourism (Wakatobi), then we as the government have imposed several standardizations of services and facilities for every tourist activity that is managed by both the government and the private sector. We do this so that equality and uniformity in



providing tourism services to tourists can be optimized. Furthermore, for the community in general, we have conducted socialization several times in order to improve their skills such as training on traditional culinary management, training on making unique souvenirs from coconut waste and other training aimed at empowering the community optimally " (Interview, 2020).

In an effort to improve community skills, the government collaborated with several tourism management institutions such as Swisscontact. one of the non-profit institutions from Switzerland, assisting Wakatobi Regency in providing skill improvement training and promoting Wakatobi tourism destinations to various countries, especially to European countries and playing a role in helping to increase regional capacity (Wakatobi Regency Government and the community) in tourism and facilitate several local training places in the area such as English language skills training, technicians, and so on. The last few years have also had an impact on increasing skills training places such as dance, language, artistic skills as well as improving the skills or abilities of tour guides to introductory training technology. Within a period of several years (2016 - 2019) there has been an increase in institutions or skills training places that are both managed by government agencies and the community independently, 34 places/Institutions (BPS Wakatobi in Figures, 2019)

The increase in places or training courses spread across Wangi-wangi Island indicates a positive trend from the impact of regional tourism development policies which always have implications for the presence of both local and foreign tourists. traditional, waste management as handicrafts or regional souvenirs such as knick-knacks, key chains and other unique things that are starting to be found in several villages in Mola (Kampung Bajo). Most souvenir craftsmen in the area use technology in the form of an internet network (Youtube) to learn to make skills that are of interest to tourists, as a village craftsman said that:

"We used to learn to make a lot of handicrafts, but we didn't like the model or the material, so not many were sold. We also make sometimes not according to trending models. We made a better order but it took a long time, as a result many of our customers were disappointed. But now we have been able to make handicrafts that are popular with people and the models from the internet were shown by some of our school relatives, and we can make them quickly and well" (Interview, 2020).

The increase in tourist visits makes the community compelled to improve the various skills acquired in accordance with what is needed by tourists. Both are carried out independently or self-taught or through skills improvement training facilitated by the government, the private sector, and other non-governmental organizations.

## **2. Livelihood Structure transformation**

The development of national tourism can have an impact on providing new job opportunities or will attract people who work in certain sectors to enter and try opportunities from the tourism sector which has proven successful in areas that have developed tourism. On Wangi-Wangi Island, where the majority of the people live as fishermen or farmers, they can now propagate or transform jobs into the tourism sector, such as providing ferry services and so on. A resident of Sombu Village, Wangi wangi Subdistrict, admitted that he was happy with the policy of developing tourism objects because the community, especially women in the village, could choose to sell around the tourist attraction area instead of having to go to sea with their husbands. Here's an excerpt from the interview:

"We think that by beautifying or rearranging this tourist spot, it will attract a lot of people out there (tourists) to come for recreation or relax here (Sombu Dive) and that can be a source of livelihood for us who don't go fishing or gardening together. husband and we here (local residents) can sell various needs such as eating and drinking for tourists who come" (Interview, 2020)

Thus, the presence of the tourism sector can transform the livelihood structure of the surrounding community or can even be an alternative choice of work for residents around the location of the tourism object, wisely and according to each individual ability.

### 3. Value Order Transformation

In the past, the socio-cultural life of the people of Wangi-Wangi Island was very closed from the outside world, especially foreigners who came. This concern is not without reason, the majority of foreign tourists who visit Wangi-Wangi Island and visit popular tourist attractions such as beaches, tend to wear open or free clothing which is very contrary to the values and norms adopted by the indigenous people of Wangi-Wangi Island. However, government policies involving various elements of society, as well as intensive socialization and communication with community leaders are a powerful way to unite the wishes of the local government and the expectations of the surrounding community. As stated by the Head of the Agency for Tourism and Creative Economy of Wakatobi Regency:

"At first the development of tourism in Wakatobi received a lot of rejection and harsh criticism from various elements of society, because of the fear of the culture and social level of society that would be lost and replaced with western culture. However, after being socialized and building communication intensely with the community, the government can slowly implement policies according to what we have planned in developing tourism in Wakatobi" (Interview, 2020)

Inviting the community, village governments, traditional institutions, and related NGOs to be directly involved in building tourism potential in their respective regions can be capital in supporting tourism development. This collaboration has been proven by the presence of the Tourism Awareness Community Movement which was formed by the local government through the Wakatobi Regency Tourism and Creative Economy Office in collaboration with the Ministry of Tourism of the Republic of Indonesia. One of the activities carried out through this movement, as happened in 2017 is the Tourism Awareness Movement and the Sapta Pesona Action which was carried out in the Liya Togo Fort Tourism Village which was attended by many elements of the community as well as the Regional Work Units (SKPD) and so on.

Various policies made by the local government of Wakatobi Regency in the context of developing the potential of tourism objects, especially in industrial development and marketing of tourism products, as well as the development of tourism institutions have begun to produce positive results for the life and economy of the community, including:

1. The creation of Independent Business Opportunities, as stated by one of the coffee shop owners who have been selling for the last three years in the tourist area of Sombu Dive, Sombu Village, Wangi-wangi District:

"We have been here for three years selling fried foods, coffee, cold drinks and others. In the past this place was only a bridge for fishermen or fish collectors to buy ice cubes, but since it has not been operating for many years and the place is indeed a good place to travel, people naturally come here every day and it is very crowded during holidays here. then we thought that if we could sell here it might be possible to increase income for the family, then after being repaired by the government it was arranged so that it was beautiful and became a tourist spot. Finally, many of the people also sell here, it can be in groups like those who open restaurants and it can be individuals like us. this with permission from the person in charge here" (Interview, 2020)

The impact of tourism development, especially the development of tourist destinations, can provide its own gift in the form of opening independent business opportunities from the community, the large number of people who take advantage of tourist visits to sell both in groups and individually, it is felt that they can provide more economic benefits for the community.

2. Increased Absorption of Manpower, as stated by the Head of Destination Development and Tourism Industry related to the expected impact of this policy :

"Of all the policies that we have implemented for the last few years or since Wakatobi was established as an autonomous region itself, of course, with the existing tourism in our area, it can help the government in reducing poverty by reducing the number of existing unemployed, one way is by opening business opportunities and employment as much as possible. This, of course, we as

the government cannot do alone. Of course, serious support from the business world and the surrounding community is needed to jointly increase the number of labor absorption in our area” (Interview, 2020)

The increase in the number of tourists can be responded well by the Wakatobi community, especially on Wangi Island with the continued development of tourism accommodation which includes the provision of hotels, inns or resorts to meet the needs of tourists, regional guests and so on. From the development of various types of accommodation (hotels/inns/resorts) tourism on Wangi-wangi Island certainly has implications for the absorption of labor to drive the mechanism for hotels, inns, resorts/homestays, restaurants and so on. The absorption of labor from tourism development is not only limited to the absorption of employees who work in accommodation services but tourism development also has a role in the absorption of labor, there are several other sectors such as crossing transportation between islands that require crew members (ABK), speedboat drivers, dive equipment rental operators, coast guards, cleaners and so on. Data from the Tourism and Creative Economy Office of Wakatobi Regency noted that in 2016 the workforce absorbed from tourism development was 351 people and in 2019 it increased to 464 people for all types of work. The impact of tourism development on the absorption of labor is also in line with what is expected by the local government of Wakatobi Regency.

3. Increasing Community Income, as stated by community members who work as motorcycle taxi drivers that:

"Indeed, if there are more tourists who come, especially during certain event seasons, our income can increase from the usual Rp. 200,000 per day when it's busy it can be up to Rp. 350,000 or more because they are usually chartered to take tourists around the city all day and a lot of that income is also obtained by other motorcycle taxi friends, especially those based in ports, in front of hotels or inns and in the market” (Interview, 2020)

Likewise, it was stated by residents who opened a crossing service business by providing boats or commonly referred to as Bodi Batang who rented out their boats for tourist needs, that:

"It's true that here I rent a boat if there is less seafood or more tourists come and usually they pay me Rp. 200,000 one way for the nearest places and Rp. 250,000 for long distances to the sea. And if it's busy, you can walk two or three times a day or if it's quiet, there is no income in a day" (Interview, 2020)

The development of tourism on Wangi-wangi Island not only affects the economic life of the community, but also affects the Regional Original Income (PAD) of Wakatobi Regency. Regional Original Revenue (PAD) of Wakatobi Regency since 2017-2019 shows an increasing trend, which specifically occurs in several revenue sectors such as the sector, Restaurant and Restaurant Taxes which always consistently show an increase in income every year. In 2016 the GRDP per capita was 27,169.9 (7.53%) in 2019 increased to 36,296.8 (7.82%) (BPS Wakatobi in Figures 2020). While the negative impact of tourism development on Wangi Wangi Island

While the negative impact of tourism development on Wangi wangi Island, which include:

#### **1. Damage to Monuments and Culture and Historic Sites**

The government is currently actively developing tourism by continuing to promote potential tourist areas to various world tourism markets. These promotional activities certainly require real support from tourist sites to be promoted to foreign tourists. Such as support for optimal conditions of tourism objects and their authenticity is still maintained for cultural tourism and cultural heritage. In order to get this support sometimes made in ways that are not wise by eliminating, covering, changing or making something that is not in accordance with the actual situation. This is done in order to get the value of the beauty of the desired tourist attraction.

The most obvious situation is in one of the cultural tourism objects and cultural relics found in Liya Togo Village, Wangi-wangi Island, Wakatobi Regency, in this case the revitalization activities carried out by the local government related to the heritage of the Buton sultanate site or precisely in the fortress

environment. Liya Togo Village Palace. As a result, some forms of fortifications and other relics are not in accordance with the original, so that it can trigger conflict between the community and the government. One of the residents who live around the Kreton Liya Fort said:

" Actually they (the developers) have been working for a long time and I and the people here thought they would only make minor repairs that would not change the shape and meaning of the fort, in fact, after a long time we noticed that some cement was added to places either intentionally or unintentionally. certain places and we also saw that there is a monument that we can call Watu Sabae has disappeared and that makes us unhappy with what they are doing, at least they can tell us or socialize it first to the community and traditional leaders here" (Interview, 2020 ).

Based on the information and observations made, there is disappointment from the community regarding the revitalization of the Liya Togo Palace Fort, which has not been previously disseminated to them in more detail regarding the plan for the restoration of the fort. The revitalization that is held without any deepening of the history and meaning of every corner of the Fort building, will be able to reflect the values and philosophy contained in it.

## **2. Cultural Commercialization**

Commercialization of culture and culture in the development of tourism in an area has become a common thing to do in order to attract tourists. The activities carried out started from promoting the culture of tourist destinations on an ongoing basis. Promotional activities carried out by the government are expected to attract tourists to be able to visit the location of cultural tourism objects on Wangi-Wangi Island, especially those in Liaya Togo which are famous for their culture and cultural heritage that are still preserved in their authenticity. To support government programs in increasing the number of tourists, the government also involves private parties or other profit institutions in developing or promoting existing tourism. This is in accordance with what is stated in the RIPPPDA document related to the development of cooperation between the government and the private sector.

Pokdarwis Kepoolia is one of the travel agents on Wangi-wangi Island that provides tour services around the Liya Togo Fort and featuring several traditional dances of the local community as a promotional. From the results of the form of cooperation between the government and the private sector in increasing the number of tourist visits, it is considered quite good, but from a cultural perspective it would be very unfortunate if culture, in this case a special welcoming dance for honored guests of the Sultanate of Buton in the past, can now be used or ordered by consumers from travel agents. existing tours. This of course will result in the erosion of the sacred values contained in it. Not to mention other traditions that can now be ordered and displayed freely, such as the Posepa'a tradition, which used to be used by Meantu'u (customary leader) as a venue to select the knights who guard the fort and can also be performed at certain times.

Another culture that has been dragged into the commissalization of culture is the wale-walea culture where this tradition is only carried out by parents or village elders when a new baby is born and specifically the first child. This tradition can also now be staged in several events that are held so that it can fade the sacredness of the tradition.

## **3. Erosion of Cultural Values and Community Norms**

The development of tourism on Wangi-Wangi Island seems to have had an impact, good changes for the lives of the local community, tourism objects, the environment, economy, culture and so on, there are positive and negative changes. From a positive point of view, tourism can certainly be a place to introduce existing culture in the area and maintain its sustainability, but from the opposite side the impact of tourism with increasing tourist attendance, especially foreign tourists will greatly affect the level of values and norms that exist in society, where people will learn imitating and changing the culture that has become a characteristic that is owned into a new culture brought by tourists, such as western culture

which usually starts from fashion that is often used, especially in coastal tourist areas. This is in line with what was conveyed by one of the people in Waha Village who works as a cleaner on one of the beaches in Waha Village that:

"The arrival of tourists is indeed good for the development of our village, we can sell on the beach and many of them buy, we can rent boats or boats for them to go for walks in the sea or bereng and we can get extra money from there," but the problem is also if they (foreign tourists) have come in groups, they like to always sunbathe on the beach or go for a walk using only their swimsuits (bikini) or at least they are covered at the bottom with a sarong -our children who often play here are not good either, it is not in accordance with our culture here" (Interview, 2020)

From the above opinion, it is enough to imply the negative impact of tourism developers if they do not have good social control in the community. According to Martono (2014), change has a very broad meaning, including changes in macro (changes in social systems) and micro (regarding changes in the dimensions of interaction between individuals). Based on the unilinear theories of evolution in Soekanto (2012), it is stated that humans and society and their culture experience development or change according to certain stages, starting from a very simple form, then becoming more complex to a perfect stage. This is what is happening in the life of one of the tribes on Wangi-wangi Island, namely the Bajo Tribe in Mola Village, South Wangi-wangi District. Where indirectly now there have been several cultural shifts in the level of life of the Bajo Tribe.

This change can be seen in the habits of the Bajo people in carrying out their life cycle rituals, which gradually choose to compromise with the outside world (people outside the Bajo Tribe) and begin to experience changes or shifts in meaning within them. The Duata ritual, which is one of the biggest rituals of the Bajo Tribe in Mola Island Wangi-wangi Village, began to experience a change in meaning and slowly became a ritual based on commercialization culture and global culture (cultural tourism) in it, so that sacred values began to shift along with the passage of time. This has indicated that the Bajo people have begun to establish themselves as an open society, which opens itself to the presence of foreign people or outside of their tribe. Not only that, the weakening of the physical boundaries of the Bajo community due to the mobility of the population, both immigrants and those who migrated, as well as the rapid development, has led to the formation of a new social and cultural system in the Bajo Tribe community. Thus, the culture that has been preserved for a long time can begin to fade at any time, and give new space to the global community. According to Wood (2002) that the influence of tourism on local communities must be realized as something realistic that comes from outside and integrates with people's lives. Therefore, it is necessary to establish wise relationships or interactions with various elements to avoid the dominant negative impact. The interaction between indigenous people and visitors and tourists can have a positive import in terms of cultural understanding and forms of acceptance of other cultures without losing the local culture (Nugroho, 2015).

## **CONCLUSION**

The development of tourism on Wangi-Wangi Island, Wakatobi Regency has caused socio-cultural and economic impacts from both positive and negative sides. The positive impacts are: (1) Increasing community skills through trainings for people who are involved in the world of tourism; (2) There is a transformation of the livelihood structure; (3) There is a transformation of the value order or way of view or openness of the community to the presence of tourists; (4) increasing independent business opportunities at all levels of society, employment in the tourism sector, and increasing community income. The negative impacts are: (1) the destruction of monuments and cultural and historical places; (2) There is excessive commercialization of culture which can result in the erosion of the cultural value itself; (3) The erosion of cultural values and norms in people's lives. For this reason, cooperation between the government, the community and the business world is needed in order to build a safe, comfortable and sustainable tourism climate.



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