
Environmental Capital Development of Community-based Tourism during the Covid-19 Pandemic in Mamuju District

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Abstract

Facing the slump in the tourism industry in Mamuju Regency, West Sulawesi Province, so stakeholders need to take an important role in maintaining the country's economy with the emergence of loosening community activities to reactivate the economy deep of effort to realize environmental capital development of community-based tourism. This study aims to identify and analyze the environmental capital development of community-based tourism during the Covid-19 pandemic. This study uses a qualitative approach with a case study method. The concept of community-based tourism, local communities have a major role in the sustainability of local tourism, namely as a substantial control and full involvement in the development and management of local tourism in optimizing environmental capital. Research results this conclude that the Service Tourism and Culture in tourism development has involved communities as a central system in promotional activities, training, and events, such as: Pokdarwis as institutional leveled community that plays a role as mover in support realization sapta charm, GenPI, a netizen community "go digital", and Ikebaine ikemoane is the son and Daughter of the ambassador travel. Research Novelty it's on empowerment local community as central system in development tourist in push growth economy, while a number of studi previously put public only as a support system.

Keywords: Environmental Capital Development; Community Based Tourism

1. Introduction

Its position in the equatorial zone makes Indonesia one of the countries with abundant natural resource potential, including natural beauty and potential in tourism development. This tourism potential can be developed into a foreign exchange contributor for the country and society. In addition to the natural beauty that is owned in almost every region in Indonesia, the tourism potential that is very attractive to tourists, especially foreign tourists is the unique culture of the Indonesian nation which is diverse with characteristics in each region. The tourism potential was then developed by the Indonesian government and used as one of the sectors that bring in foreign exchange for the country. The benchmark for tourism success is the number of tourist visits, considering that there will be an economic cycle in the form of sales of tourism products that occur from the departure of tourists including the processes that occur while at the destination, stopover and return to the place of origin of tourists, (Abbas et al., 2021) and (Kim et al., 2018).

The country's foreign exchange contribution from the tourism sector has increased since 2015 from 12.2 billion US dollars, in 2016 to 13.6 billion US dollars and in 2017 it continued to increase to 15 billion US dollars. The tourism sector is expected to earn up to US\$17 billion in foreign exchange this year, and the 2019 projection is US\$20 billion. Data from the Ministry of Tourism states that the number of foreign tourist visits has continued to rise sharply since 2015 as many as 9.7 million, in 2016 to 11.5 million, in 2017 as many as 14 million, in 2018 reaching 10.58 million. However, in this era of the Covid-19 pandemic, the most significant impact on the tourism industry sector is below the level of -30%, a very large gap when compared to the impact caused during the outbreak of the SARS virus, which is in the range of -1.4%. compared to the time of the Global Economic Crisis, the decline in world tourism sector revenues was at -5%. (<https://kemenparekraf.go.id/>)

The characteristics of the Mamuju Regency which tend to be sensitive make tourism easily affected in its development, bringing positive impacts or even going downhill. The case of the Covid-19 pandemic that occurred globally had a very large impact on the economy and socio-cultural community that was measured and directed, (Bhaskara & Filimonau, 2021). In ensuring the survival of tourism business people who do not only rely on domestic tourists but also foreign tourists. Minimal infrastructure, such as the presence of airports, ports, roads, and hotels in Eastern Indonesia, especially in Mamuju Regency of West Sulawesi Province, creates high logistics costs, thereby reducing the smoothness of travel, affecting the investment climate, environmental cleanliness, force majeure, and classified human resources quite low.

Data on tourist attractions and tourist visits, both domestic and international tourists before and during the COVID-19 period in Mamuju Regency, can be explained in the following table:

Table 1: Number of Domestic and International Tourist Visits

No	Tourist attraction	Number of Visits in 2018		Number of Visits in 2019		Number of Visits in 2020	
		Wisnu	Foreign Tourists	Wisnu	Foreign Tourists	Wisnu	Foreign Tourists
1	Bath So'do	10,300	-	9.180	20	5800	-
2	Island Karampuang	4.696	4	3,789	11	3.446	54
3	Mamuju Traditional House	8,400	-	3.370	30	5.784	16
4	Waterfall Tamasapi	500	-	-	-	-	-

Source: Department of Tourism & Culture, 2021

This data shows that the level of domestic tourist visits the highest in 2017 was 23,896 visits and the lowest in 2019 was 15,030 visits. The trend of the development of domestic tourist visits in the four leading destinations in Mamuju Regency tends to decrease every year. The results of interviews with destination managers, communities, and domestic tourists stated that the decline in domestic tourist visits as a result of government policies limiting and even closing tourist attractions during the COVID-19 pandemic. So that this policy causes a decrease in income from

the tourism sector and results in the income of local communities also decreasing, as a result economic growth in Mamuju Regency is not significant.

Tourism is developed to meet the needs of tourists, the tourism industry, and the needs of local communities today without compromising the ability of future generations to meet their own needs, (Bucher S, 2017). Facing the downturn of the tourism industry in Mamuju Regency, West Sulawesi Province which has implications for the inhibition of the development of other sectors as well as paying attention to the sustainability of the workforce involved in tourism activities, stakeholders need to take an important role in maintaining the country's economy with the emergence of loosening of community activities to reactivate the economy as a form of economic activity. efforts to realize environmental capital development of community-based tourism.

Even though the relaxation of activities has been determined, the concern of being infected when carrying out tourism activities including the in-out transfer process when traveling to and from the destination area is also a consideration for tourists not to carry out tourism activities. Adapting the background of the problem, this research was conducted to identify and analyze the environmental capital development of community-based tourism during the Covid-19 pandemic in Mamuju District

2. Method

This research uses a qualitative approach with a case study method. (Geddes et al., 2018); (Creswell JW, 2017), explained that the case study researcher should try to examine the organization or individual in-depth. (Trisliatanto DA, 2020), limits the case study approach as an approach by focusing on a case intensively and in detail. This research uses document data collection techniques from various reputable journal articles, books related to the development of tourism potential. The types and sources of data needed in this study are primary and secondary data sources. Primary data sources are data directly taken from the source in the form of in-depth interviews and observations conducted in Mamuju Regency, West Sulawesi Province.

Secondary data sources were obtained from previously available data (Document Study) in the form of government policies, records, newspapers, documents, reports, and other sources related to the development of new community-based tourism areas accompanied by the development of environmental capital. Data analysis in this study used triangulation techniques. Triangulation is a technique of checking the validity of the data by utilizing something other than the data to check the data or as a comparison against the data, (Ishtiaq, 2019). In this study, the triangulation used is source triangulation, which compares the results of data sources obtained from primary data sources (interviews and observations) with secondary data sources (documentation studies and literature studies) about environmental capital development of community-based tourism during the Covid -19 pandemic in Mamuju District.

3. Result and Discussion

Tourism after the Covid-19 pandemic will require conventional parameters and the development of a transformational paradigm that supports optimal recovery and awareness of the health of the

wider community, both in the visited and visiting communities, (Muhammad & Birawida, 2018) and (Lewis & Browne, 2021). COVID-19 has offered several perspectives on the post-pandemic tourism system by synergizing related sectors to redevelop tourism and assimilating it with sustainable development of environmental capital, (Gössling et al., 2020) and (Higgins-Desbiolles, 2020). The development of sustainable tourism in Mamuju Regency, West Sulawesi Province is considered a major prerequisite in future tourism development. This development refers to tourism development that comes from the people, by the people, and for the people. Sustainable tourism is an important economic activity that if developed properly can address several development challenges, including poverty reduction, local economic development, community peace, and harmony, and sustainable management of natural resources and the environment, (Mkono & Hughes, 2020).

This approach is also basically a model of community empowerment that provides more opportunities for local communities to actively participate in development activities. This means giving local communities the authority or power to mobilize their capacity to manage local resources (Bhaskara & Filimonau, 2021). Their position is as the main actor in making decisions and exercising control over the policies that affect their lives. Sustainable tourism development is a tourism activity that relies on local community participation in various cultural attractions so that it becomes the main attraction for tourists.

In addition, in the concept of people-based tourism development, it is necessary to pay attention to a concept of balance between resources and residents, namely an integrated development in which the community is the key player in the tourism activities. Environmental capital plays an important role because it involves public image and company performance, as well as for achieving sustainable development in society. In line with regional autonomy, the gradual delegation of central government authority to local governments in natural resource management is intended to increase the role of local communities and maintain the function of environmental capital. Environmental capital is a commitment to minimize environmental damage by increasing environmental sustainability with applicable standards. With all the capabilities it has, it must be able to minimize environmental damage due to ongoing tourism activities, the community needs to raise awareness of the surrounding environment.

The role of the Mamuju Regency Government of West Sulawesi Province in the formulation of natural resource management policies must be optimized, because the quality of resources is very important, especially to increase state revenues through clear and fair tax, levy, and profit-sharing mechanisms, as well as protection from ecological disasters. Community empowerment according to Filimonau & De Coteau, there are three strategic approaches used in the community or community empowerment process, including the following: 1.) Welfare approach (helping to assist certain groups, for example, those affected by natural disasters); 2.) Development approach (focusing attention on development to increase the independence, capability, and self-reliance of the community); 3.) Empowerment approach (seeing poverty as a result of the political process and trying to empower or train people to overcome their powerlessness), (Filimonau & De Coteau, 2020).

The success of managing a tourist area with the concept of community-based management can be measured by the creation of a harmonious relationship between local communities, natural resources, cultural resources, and tourists, (Jain M, 2019). Stakeholders make community tourism development a collective idea that must be implemented together. Enthusiasm is created and built by organizing all parties involved as the basis for developing community activities which then form a collaboration system (cooperation) so that existing resources can be used as a tourism industry commodity. On the other hand, the local community in Mamuju Regency will ultimately provide good service to create a safe and comfortable atmosphere for tourists.

Jusriadi also mentions simplicity and uniqueness, the daily life of traditional culture is the people's capital as the main subject in getting value added, (Jusriadi, 2021). The collaborative system that has been formed in community tourism is endeavored to take place in harmony. Haryanto stated that the form of people-based tourism is consistent with nature, society, and society, and allows interaction by sharing experiences between tourists and local communities, (Haryanto, 2020). In the development of tourism in Mamuju Regency, West Sulawesi Province, all parties should be able to carry out their functions according to the status (portion) obtained, and in the end, no party feels exploited. Conservation and improvement of the quality of the environment; increasing the value of the resource that is the object, trying to explore and find other resources, and the most important thing is to balance the use of the resources used with the existing resources which are necessary for its development.

Decision-making regarding the form of tourism development in each place must be made in consultation with local communities and acceptable to the local communities, (Mtapuri & Giampiccoli, 2016). This is done so that tourism development can run smoothly, without obstacles from local communities. Without the support of the local community, tourism development can't proceed as planned because some of the profits derived from tourism development will be given to local communities. This means that tourism development can provide economic benefits for local communities which can later be used to meet their daily needs and also to preserve the existing resources. In the reorientation or redesign of tourism development in Mamuju Regency, West Sulawesi Province towards quality, sustainable, and people-based tourism, it is very necessary to have empowerment efforts through efforts to increase local community participation in development.

The involvement of local communities in Mamuju Regency, West Sulawesi Province is the main key in tourism development, so the concept of community empowerment emerged as an effort to provide local communities to escape from voicelessness and powerlessness in this study covering three main indicators, namely: 1.) Access to information to communication) because the information is a capital in the development of independence such as access to telecommunication networks; access to clean water supply, electricity, waste disposal; and access to tourism services such as cleanliness, security, health, relaxation, money exchange, accommodation, and tourist information; 2.) Accountability (accountability). Accountability of various parties is very much needed, including in the development of regional policies in the local form, and the use of resources (results) and funds that are balanced between the community, government, and

entrepreneurs; 3.) Local organizational capacity. The community empowerment process must contain community development in the processing and promotion of tourism products, as well as tourist services; sustainably mobilize resources; and provide tourism services to create tourist convenience related to information, products, security, and tourist cleanliness, (Pyke et al., 2018).

In the concept of community-based tourism, local communities have a major role in the sustainability of local tourism, namely acting as a substantial control and full involvement in the development and management of local tourism in optimizing environmental capital, (Phelan et al., 2020). For this reason, for tourism development to run and be managed properly, the most basic thing to do is how to facilitate the broad involvement of local communities in the development process and maximize the value of social and economic benefits from tourism activities for the local community. Community-based tourism allows local people to bring their natural and cultural environment together with tourists. The community will be aware of the commercial value of its natural and cultural heritage that can generate economic income through tourism, this will encourage people to manage and preserve their natural and cultural environment, (Mach & Ponting, 2018).

The implementation and development of villages in Law Number 6 of 2014 concerning Villages Article 1 paragraph 12 are shown through empowering rural communities as an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing natural resources, (Law number 06 of 2014). resources through the establishment of policies, programs, activities, and assistance under the essence of the priority issues of rural community need as one of the supporting factors in the environmental capital development of community-based tourism during the Covid-19 pandemic (Dube-Xaba, 2021). In the context of developing tourism in Mamuju Regency, West Sulawesi Province which emphasizes social learning in which interaction and community are starting from the planning process to the project evaluation process based on mutual learning. The process of establishing a network between bureaucrats and Non-Governmental Organizations as independent traditional organizations is an integral part of this approach, both to improve their ability to identify and manage various sources and to maintain a balance between vertical and horizontal structures.

Development of tourist attraction as a quality resource in its main role in the development of environmental capital based on four indicators, including 1.) Natural attraction (nature tourism, flora and fauna conservation tourism, and so on); 2.) Cultural Attraction (traditional arts, religious ceremonies, art festivals, and others); 3.) Social Attraction (the way of life, languages, and religious ceremonies such as marriage, thanksgiving, and others), (Runko Luttenberger & Gudelj, 2019). The concept of people-based tourism development in Mamuju Regency, West Sulawesi Province emphasizes several important things to be realized together, including 1.) Maintaining the quality and sustainability of natural and cultural resources; 2.) Improving the welfare of local communities; 3.) The realization of a balance between natural and cultural resources; 4.) The welfare of the local community; 5.) Tourist satisfaction.

According to Strezov, Evans & Evans, in the concept of community management, there are three reasons why local communities are used as the basis for development, namely local variety which demands a different management system because local communities are considered to be closest to the regional situation, (Strezov V, Evans A, 2016). Local resources are traditionally managed by local communities. Local people have more experience with local resources that have been going on for generations and have accumulated knowledge in management. The usurpation of management will offend the local community towards those who try to do so.

Local accountability carried out by local communities is usually more responsible, because these activities directly affect their lives. On the other hand, management carried out by outside communities often does not have a moral affinity with local communities, and tends to lack a sense of moral responsibility. In tourism management, community involvement is very important where their involvement is maximized by their functions and roles from planning so that the tourism management of an area can run well. Law Number 6 of 2014 concerning villages not only brings a source of development funding for villages but also provides a new perspective for the community to transform the face of the village through empowering village communities which are expected to bring real changes so that their dignity can be taken into account.

Zhang, Wang & Rickly stated that the development of community tourism has the following ideal characteristics: 1.) Businesses that are developed are small in scale so that they are easier to organize; 2.) The selection and management are carried out by the local community where it is more likely to be developed and accepted by the local community; 3.) The inputs used both during construction and operation come from local areas so that the imported components are small; 4.) Spin-off activities caused by the involvement of local communities, both individually and institutionally, are getting bigger; 5.) Based on local culture, because the perpetrators are local communities which provide more opportunities for the community to participate, starting from the planning, implementation, supervision, and acceptance of benefits and advantages; 6.) Environmentally friendly development, which is related to massive land conversion and the absence of significant changes in the shape of the landscape; 7.) The attachment of local wisdom because the community has adapted to its natural surroundings; 8.) The distribution is not concentrated in an area but can spread to various areas which in the population distribution creates an alternative tourism area, (Zhang CX, Wang L, 2021).

Villac'e-Molinero, et. al. argues that populist-based tourism focuses on balance and harmony between the environment, natural resources, and human resources as well as visitors or tourists who are imbued with the use of local wisdom as a tourist attraction, to maintain a sustainable environment, consuming local agricultural products and love the culture, customs of the local community (2. (Bhaskara & Filimonau, 2021) stated that people-based resource management is based on the following criteria: 1.) Initiatives and decision-making processes to meet the needs of the community must gradually be placed on the community itself; 2.) Improving the ability of the community to manage and mobilize the resources contained in the community to meet their needs, is the main focus; 3.) Tolerating local variations and therefore very flexible in adapting to local conditions, (Villac'e-Molinero T, Fernandez'-Munoz JJ, Orea-Giner A, 2021).

Community-Based Tourism Environmental Capital Development is the right model to be developed in Mamuju Regency because it directs the aspects of: 1) Maintaining sustainable natural and cultural resources; 2) improvement of local community welfare; 3) The realization of a balance between natural and cultural resources; 4) Welfare of local communities; 5) tourist destinations. Based on this, the novelty of this research is on empowering local communities as a central system in tourism development in encouraging economic growth, while some previous studies have placed the community only as a support system, so that local community awareness is lacking because they are not empowered.

4. Conclusion

Research results this conclude that environmental capital development of community based tourism is a more effective empowerment model benefit the institution/ community local community as central system in activity promotion, training, event, and engagement local community through empowerment of sectors economy creative in area destination travel. This community based tourism model could give benefit in things: 1) Maintenance quality and sustainability source power nature and culture; 2) Boost well-being public local; 3) Realization balance Among source power nature and culture; and 4) Satisfaction tourists. So that if the sectors economy creative could managed and developed with good so will implies improvement income public in support growth economy.

Research results this by theoretical give reinforcement and as source reference for related research community based tourism, while implication practical results research this could Becomes source information or recommendation to the Department of Culture and Tourism in management tourist based on community based tourism. Limitations study this only carried out on one province, so result no can generalized to scale national, so for researcher Next, focus on research community based tourism can develop on more objects wide.

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