

# Ara Village: A Maritime Symbol of Sustainable Tourism Development in South Sulawesi

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**Keywords:** Cultural Heritage, Maritime, Pinisi, Tourism, Traditional Cruise.

**Abstract:** The utilization of Indonesian's maritime area in economic function, cultural heritage and education by the sustainable development is compulsory. Approximately, 75% of Indonesian territory is sea, which has become an important part of local and international development. By the various historical evidence, influence, or the similarity of maritime culture with other countries; it shows that Indonesia is the lively maritime nation in maritime territorial as the centre of international cruise at that time. The development direction sector that is land-oriented uses the life factor as the root of society maritime culture; one of the evidence is the fading of traditional cruise activity slowly. It makes negative impact to economic, raw material and technology factor. Encourage Mandala Ria beach and Apparalang cliffs, to become world-class tourist destinations with sustainable tourism development. Hopefully, this paper becomes an inspiration for supporting government in rearrange the maritime territorial of Indonesia as a centre of international cruise, also in strengthen efforts to preserve the nations marine culture especially in South Sulawesi.

## 1 INTRODUCTION

Ara, one of the village in the Bontobahari sub district Bulukumba regency, which is located in the south area of South Sulawesi with a height of 0-25 above sea level. It has an interesting character to become a new best maritime tourist area (Dinas Kebudayaan dan Kepariwisataaan, 2018). It is about 240 km away or 4 hours by using private transportation. It also located cross to Tanjung Bira beach. The beautiful scenery of the white sand in Tanjung Bira beach is already known and becomes one of the South Sulawesi tourist icons. It also becomes the setting of "Satu Cinta di Bira" Film in 2016 (lifestyles.sindonews.com,2016). This evidence makes the tourism in Ara village develop quickly.

Mandala Ria beach and Apparalang cliffs in Ara village that are spatially connected and located in the north area of Tanjung Bira beach is the main focus of the development maritime tourism for this paper. Lifting activity is one of important part in the engineering sequence.

The white sand of Mandala Ria beach and Pinisi boat craftsmen who work around Mandala Ria Beach is our own attractions (Ardiwidjaja, 2016). Pinisi boat



Figure 1: Map of South Sulawesi.

is wooden boat that have played a role in Indonesian colonial period (Saenong, 2013). UNESCO acknowledge that the art of boat building.

Pinisi as the Great Work of Oral and Intangible Human Heritage in the 12th session of the Committee on Unique Cultural Heritage on December 7, 2017 (Tempo, 2017). Historically, Pinisi sailing boat is the largest traditional Bugis sailing boat and is also the largest Indonesian traditional sailing boat since the

disappearance of the giant Jong (Nazarudin, 2015). Introducing the Pinisi boat to tourists is the efforts to preserve the history and culture of South Sulawesi and Bugis in particular (Sastrayuda, 2010). Sloping white sand beaches, game sports such as banana boats, paragliding can be developed at Mandala Ria Beach.

Apparalang limes tone cliffs which is bordered by the sea, suitable to be processed into extreme water sports for deep waters and underwater panoramic tours for sloping area. The area of Apparalang cliffs can also become a fishing spot, the best spot for seeing the sunrise in Tanjung Bira beach and photos spot. The existence of Apparalang cliffs is pretty good and it also ever becomes National television show, specifically in My Trip My Adventure, Trans TV, February 29, 2016 (Trans TV, 2016).

The development of the area is equipped with lodging facilities, restaurants, souvenir shops, meeting rooms can be an attraction for individual tourists and in groups who will hold a gathering or outbound. Mandala Ria beach and Aparallang cliffs need to be used as a tourism development package and be connected to Tanjung Bira Beach. Eco tourism can be applied in this area (Satria, 2009).

The development of the area of tourism by providing lodging, restaurants, amusement parks, Pinisi museums, souvenir shops and supporting facilities which is arranged with clear and good regulations; in the end, it will make the existence of natural attractions and their supporting areas can support each other. Economically, the tourism development plan of Mandala Ria beach and Apparallang cliffs will increase the society income and regional income through retribution. Ecologically, it will protect tourist attractions from development that threatens existing ecosystems or landscapes.

Introducing and maintaining Pinisi boat culture to tourists and young people in, particular. Ritual ceremonies must be in the process of making a Pinisi boat, starting from the process of finding wood, felling trees until laying down the trees (Wikipedia, n.d.). Pinisi boat culture which is different from wooden ships in general needs to be included in the tour packages.

## 2 METHOD

This paper uses an adoptive and comparative method and analysis of previous papers which is related to the theme of maritime tourism and sustainable tourism in the Ara village, Bontobahari village, Bulukumba

district, South Sulawesi province. The proposal of the Mandala Ria beach and Apparalang cliffs development in Ara village as a magnet of tourism in Bulukumba district, accompanying Tanjung Bira beach needs to be done by utilizing a specific asset. (Diakomihalis, 2007). The main proposal for the development of tourist areas is to develop attractive local attractions and good organizational management. A good organization has meaning as the development of the region with a sustainable tourism approach.

The development of sustainable tourism areas according to UNWTO can be defined simply as tourism that takes full account of current and future economic, social and environmental impacts, meeting the needs of visitors, industry, the environment and the local society (Syahid, 2016) (Łapko & Panasiuk, 2019). It must be remembered, that the development of tourism areas will cause a connection of tourist attractions with local economic activities phenomena, society regeneration and improvement of quality of life; but along with that, it will also often happen a conflict with the environment, industry and local health level (Osman & Farahat, 2018).

The sustainable principles refer to the environmental, economic and socio-cultural aspects of the Mandala Ria beach and Apparalang cliffs and South Sulawesi in general (Diakomihalis, 2007).

In Denny's paper stated the principles of the blue economy, namely are Nature's efficiency; Zero waste: leave nothing to waste—waste for one is a food for another—waste from one process is resource of energy for the other; social inclusiveness: self-sufficiency for all—social equity—more job, more opportunities for the poor; Cyclic systems of production: endless generation to regeneration, balancing production and consumption; Innovation and adaptation: the principles of the law of physics and continuous natural adaptation (Iswanto, 2013).

### 2.1 Long Term Sustainability

The element of tourism development in water, greening and cultural correlations elements are values; that must be used wisely. (UNWTO) To ensure long-term sustainability, it is necessary in balancing between the 3 dimensions of the following aspects:

#### 2.1.1 Environmental Aspect

Utilizing the environmental resources in optimal is the key element of the tourism development, maintain the ecological process and contribute to preserving its natural heritage and biodiversity.

### 2.1.2 Economical Aspect

Economic activity is the aim of developing an area or activity. Various types of activities will have economic value that affects the income of stakeholders. The society gets the benefits from trade and services, also the government gets the benefits from tourism levies.

The businesses that are common in tourist attractions, maritime tourism consists of (Diakomihalis, 2007):

- **Lodging business**  
The availability of lodging will affect to the tourist stay. The length of time the tourist stays will increase the income by stakeholders and the tourist attractions.
- **Catering Business**  
The diversity of culinary preparations from food courts, restaurants and inns will increase the attractiveness of tourists to enjoy tourist attractions.
- **Transportation Business**  
The easy access of public transportation to reach the tourist attractions and vice versa will impact the amount of the visitors or tourists. Public transportation which scheduled and easy to access will impact the amount of the tourists.
- **Maritime Services Business**  
Maritime tourism industry with utilizing the sport package on water and in water by upgrading the various types will attract the tourists to visit again.
- **Complementary Services Business**  
Complementary services business is an inseparable part of a tourist area such as souvenir shops, street vendors, bicycle rental, rental of swimming or diving equipment.

### 2.1.3 Socio-cultural Aspects

Respect the social and cultural authenticity of the local society, preserve the values of cultural heritage and customs they have built and contribute, also; increase the tolerance and understanding between cultures.

## 3 DISCUSSION

To ensure long-term sustainability of maritime tourism development in Mandala Ria beach and Apparalang cliffs in Ara village, the aspects that must be considered:

### 3.1 Environmental Aspect

Mandala Ria beach with the white sand and sloping attractions, Apparalang cliffs with cliffs landscape and the beauty of underwater must be maintained. Cleanliness and good management of waste and the provision of periodic breaks to tourism objects is an effort to protect the ecological process from exploitation.



Figure 2: Mandala Ria Beach.

Periodically, the day after a weekend or holiday season, this location can be closed to public, with the aim of environmental and ecological care processes. All stakeholders responsible for the area carry out maintenance and rearrangement of the area as well as an inventory of the area's assets. Therefore, the quality of tourist attractions is always maintained condition.



Figure 3: Apparalang Cliff.

### 3.2 Economical Aspect

Ensuring proper long-term economic activities, providing economic benefits to all stakeholders fairly, such as regular employment, opportunity to earn income (open a business) and social services to local communities, and help reduce poverty.

The businesses that are common in tourist attractions, maritime tourism, in particular (Diakomihalis, 2007):

### 3.2.1 The Lodging Business

Development of tourist areas which are equipped with accommodation facilities must be strictly regulated regarding lodging boundaries. To prevent domination, the height of the building and its ownership need to be regulated. So, there is an even distribution between professional lodgings such as, hotels and simpler lodgings, such as inns or homestays.

Lodging must also be given rules must obey religious norms. So, the negative stigma of lodging in tourist areas and the amount of prostitution can be removed.

### 3.2.2 Catering Business

A good catering business is restaurant or food court which need to be planned with the good standard and system, pay attention also in healthy and sanitation and zoning aspects. So, the distribution of service to tourists will be equal. It hopes that the culinary entrepreneurs will do well in their business. Besides that, competition will take place healthily.

Cafe that usually exist in tourist areas must be given strict rules; so, the circulation and abuse of alcohol does not occur. The security and comfort of the area for all tourists can be improved.

### 3.2.3 Transportation Business

Tourists' transportation to reach the tourism destination must have a good management. Besides, the tourists who uses a private car, providing vehicles to a scheduled and easily accessible area can increase the number of tourist visits.

Modes of transport within the area (feeders from the coast to the cruise Pinisi) involving the society must be regulated properly. So, the comfort and safety of tourists and society income will go together.

### 3.2.4 Maritime Service Business

Renting business for banana boat, boat for seeing the sea creatures, paragliding, diving equipment must be arranging well. It also can use the comparison quality and cost of another maritime tourists' attraction. So, the price paid by tourists is reasonable. It is also hoped that all of these service industries can all develop.

Pinisi as an icon of Bulukumba can be used as a traditional cruise (Diakomihalis, 2007). Traditional cruise that can function as a recreational boat to see the underwater life that departs and returns to the same place, Mandala Ria Beach.

### 3.2.5 Complementary Service Business

This business is like renting a mat, hawkers must also be given space to try. However, this effort must also be ensured to the maximum extent possible for local people and at the same time also provide them to be involved in maintaining the security and cleanliness of the area.

Mandala Ria beach and Apparalang cliffs are separated into some zone. Each zone consists of lodging facilities, restaurants / food courts, souvenir shops and other public facilities. So, each zone will compete and keep their own quality.

However, there must be regulations from stakeholders to ensure each zone competes fairly and responsibly. Stakeholders must also ensure that local people increase their economic level from business opportunities in the Mandala Ria beach tourism and Apparalang cliffs.



Figure 4: Apparalang cliffs.

### 3.2.6 Souvenir Business

The thematic souvenirs of Mandala Ria Beach and Apparalang cliffs are also certain to use products from the local community. Souvenir shirts, pants, hats, key chains and others as much as possible come from local communities; but off course it is necessary to benchmark with maritime tourist attractions in other places or tours. The role of stakeholders, especially the government, is quite dominant, so that the craftsmen have a vision and standard of creating good souvenirs. In addition to the creative process of the community itself.

Development of a museum tour package as well as an amusement park, which displays the main attractions of South Sulawesi or Bulukumba culture in the form of the history of the Pinisi boat from the manufacturing process to launching at sea.

### 3.3 Socio-cultural Aspects

Development of a museum tour package as well as an amusement park, which displays the main attractions of South Sulawesi or Bulukumba culture in the form of the history of the Pinisi boat from the manufacturing process to launching at sea. In addition, promoting Mandala Ria Beach and Apparalang cliffs as a tour package also as an effort to preserve the culture of Pinisi boat building.

## 4 CONCLUSION

Achievement of maritime tourism Mandala Ria Beach and Apparalang cliffs is a continuous process and requires constant monitoring, innovations regarding preventive measures and improvements which is needed to the impact of tourism activities must also continue. The level of tourist satisfaction and ensuring maritime tourism Mandala Ria Beach and Apparalang cliffs provide a meaningful experience for tourists, inviting tourists to participate in promoting good maritime tourism management practices around them.

There is a need for sustainable tourism campaigns; in this case is, Mandala Ria Beach and Apparalang cliffs, with the 3P stance (People, Planet and Prosperity) as reference for tourism development. People, this aspect refers to the wishes of tourists by inviting them to participate in various local activities. Planet, this aspect is the obligation of tourists to participate in maintaining tourist attractions, and Prosperity, the aspect of development must also pay attention to the economic values of tourist attractions and their impact on local residents.

Encourage Mandala Ria beach and Apparalang cliffs, to become world-class tourist destinations with sustainable tourism development

## ACKNOWLEDGEMENTS

This paper is presented in the context of learning assignments at the Doctoral Program BPPDN-Kemerinstek Dikti scholarship in 2019. Thank you for all lecturers who support the Maritime Economics course in the Postgraduate Program. And all of my colleagues.

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