
| RESEARCH ARTICLE

Land Use Development of Bahuluang Island as a Leading Tourism Object in Selayar Regency, South Sulawesi

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| ABSTRACT

The Republic of Indonesia is an archipelagic country made up of 16,771 islands. The 314 islands are within the administrative area of South Sulawesi Province. Bahuluang Island in the Selayar Islands Regency is one of them, which has rare resources that have not been utilized optimally as a source of driving the economy for the welfare of the people. This island has coral reef islands, white sand islands, and beautiful white sand beaches. Its natural conditions are very attractive and have the potential to be developed into a world-class tourist area. What is the academic perspective on the potential of this island to become a world-class tourist area, and how the development concept is right for it is a research problem. The aim is to reveal the potential and strategy for developing the area and its development model to become a world-class maritime potential-based tourism area. The method used is logical argumentation analyzed using the SWOT method. The results of the study revealed that Bahuluang Island has the potential to be developed into a marine tourism area with an all-in-one tourism concept. Its natural tourism landscape has the potential to create purely natural, traditional, modern, to extreme tourism activities. The existence of great opportunities for all-around tourism on this island can be presented side by side with marine tourism in the scarcity of coral islands and white sand islands to become world-class tourist areas. The potential of human resources as island property owners is a sizeable asset in supporting the presence of a tourist area in its place. The development strategy can be carried out by involving the community as the main part as owners of capital, which are protected by the management and control authority of the area and driven by third parties from investors together with supporting institutions in the protection of the Government of the Republic of Indonesia. The concept of building facilities must become a rare world tourism tour.

| KEYWORDS

Bahuluang Island; Coral Island; White sand beach; Rare tour

| ARTICLE INFORMATION

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1. Introduction

The Unitary State of the Republic of Indonesia (NKRI) is a country full of grace and blessings. The potential of its natural resources contains an unlimited value. This potential is spread vertically from the bowels of the earth to the sky. The sources contained in the bowels of the earth are loaded with high economic value in the form of rare and specific minerals. The resources that are plastered on the surface of the earth are heaven on earth. Air resources have a strategic position in terms of international access. Exactly to the statement of the Al Qur'an in Sr Ar Rahman, "What pleasure do you deny?" This blessing allows it to be developed into a higher-quality resource for the welfare of its people. The potential for natural beauty in its scarcity can be an attraction for the world's population to enjoy and develop a science for the welfare of the Indonesian people.

This unlimited potential is certainly a challenge for the nation's children to try as optimally as possible so that they can utilize it to develop it as something beneficial for the welfare of all the Indonesian people. In other words, the development challenge for the nation's children is a burden that must be carried. This large and broad potential development activity certainly requires a division of roles at loci according to the expertise that the nation's children already have. Developing the potential on the surface of the Earth Indonesia Raya in the form of the beauty of the seabed, beaches, and mountains as a locus that has the world's hypnotic power for beauty is a challenge for environmental planners for tourism development.

Tourism is a field that becomes an alternative for the development and improvement of an area. This activity can be a driving force in related fields and will be a driving force for economic movement and improvement. Tourism has a fairly strong and important domino effect in terms of improving people's quality of life and can last for a long time. The domino effect of tourism activities supporting tourism, such as culinary businesses, lodging, delivery of goods, transportation services, guide services, ticket sales, and so on, will become a chain of interconnected activities. The side effect in terms of developing public insights where tourism is held will receive the impact of opening wider and global insights.

Bahuluang Island in the Selayar Islands Regency is one of the thousands of islands in Indonesia that has the potential to be developed into a world-class tourist area. This island has a unique island that is formed from dead sponges and forms islands. Besides coral islands, there are also white sand islands and white sand along the island.

Another common potential in the world of tourism is the beauty of the coral reefs around it. The potential presence of coral reefs can be ascertained from the existence of islands formed from broken coral reefs. The potential of coral reefs as tourism attractors and drivers has become real evidence internationally. Here is a quote from the *Director of Ocean Planning & Protection, The Nature Conservancy*:

"Healthy Corals are the foundation of our ocean's food chain, from tiny plankton to the largest animals in the sea. And coral reefs are important to our economy, too. Scientists develop important drugs from coral reef organisms as treatments for cancer, arthritis, and viruses. But corals are threatened by pollution and climate change. So we must protect our coral reefs because coral reefs are an important part of the earth's fragile ecosystem. We all benefit from a healthy planet and healthy coral. Healthy coral reefs contribute to fishing and tourism, providing millions of jobs and contributing to economies all over the world. Reefs!

In a study published in the Journal of Marine Policy, The Nature Conservancy's Mapping Ocean Wealth (MOW) initiative and partners used an innovative combination of data-driven academic research and crowd-sourced and social media-related data to reveal that 70 million trips are supported by the world's coral reefs each year, making these reefs a powerful engine for tourism.

In total, coral reefs represent an astonishing \$36 billion a year in economic value to the world. Of that \$36 billion, \$19 billion represents actual "on-reef" tourism like diving, snorkeling, glass-bottom boating, and wildlife watching on reefs themselves. The other \$16 billion comes from "reef-adjacent" tourism, which encompasses everything from enjoying beautiful views and beaches to local seafood, paddleboarding, and other activities that are afforded by the sheltering effect of adjacent reefs."

The role of coral reefs in terms of tourism is very important, and this potential is owned by Bahuluang Island. The Bahuluang community, which consists of one family group, has a friendly character and is easy to get along with newcomers. The ability to master natural conditions in the region is not in doubt. This potential is the basic capital that can support the development of the area as a leading tourist area.

Based on this brief description, a study objective can be developed, which includes 3 things, namely potential disclosure, preparation of development directions and strategies, and policy modeling. Detailed goals are:

1. Arranging the potential for attractiveness in the Development of Marine Tourism on Bahuluang Island in the Selayar Islands Regency to become a leading tourist area
2. Develop directions and strategies for the Development of Marine Tourism on Bahuluang Island in the Selayar Islands Regency to become a leading tourist area proposal
3. Develop appropriate policy modeling for the development of Bahuluang Island Marine Tourism in the Selayar Islands Regency to become a leading tourism

The potential of Bahuluang Island to be developed into a tourist area is a very big and important opportunity to be implemented in supporting the economic development of the region.

2. Background

Tourism is a new option that can be made to replace an economic activity that has experienced a setback. This field is an alternative for the development and improvement of the people's economy in an area. The series of activities involved in tourism can become the driving force for various related fields and will be a driving force for economic movement and improvement. Supporting activities as a follow-up and demand for tourism activities such as culinary business, lodging, delivery of goods, transportation services, guide services, ticket sales, and so on will become a chain of interconnected activities.

Tourism activities are in the spotlight of various parties, including, in this case, entrepreneurs and researchers in the academic field. The involvement of research activities to provide an objective assessment of a phenomenon in terms of tourism can help all parties to use the results of their studies as a basis for consideration in decision-making. The minimum result that can be achieved from the research results is an excerpt of views on certain studies to become an element of the view of tourism activities.

Tourism activities are generally triggered by the presence of interesting objects that can invite outsiders to tourist objects. Objects as magnets can be obtained from the natural beauty, rarity, and uniqueness of objects as well as the existence of a culture that is inherent in the hearts of the worshipping community. The main object of attracting tourists is usually equipped with supporting facilities to complement these tourism activities. Supporting offerings vary and are adjusted to the specifications of the object.

The Republic of Indonesia, as an archipelagic country, has great potential to be developed into new tourist areas in addition to tourist areas that have been superior and known so far. Another potential that has a great opportunity to be developed is the development of existing rare areas. Various rarities are scattered in a group of islands, one of which is the existence of a unique island formed from broken branches of dead coral reefs. This coral reef fracture island is located on Bahuluang Island, Selayar Regency, South Sulawesi Province. This island is controlled by its inhabitants, who are members of a special village called Bahuluang Village. This village is a village tourism object on a very limited scale. Tourism activities in this village promise guaranteed development opportunities and a distinct tourism image.

Bahuluang Island and its people are an inseparable unit. The Bahuluang people are the owners and rulers of the best nature for the habitat conditions in this area.

The development of tourism activities needs to involve various related parties to ensure smoothness and continuity. Communities in and around the area, as an integral part, are the main key holders for tourism continuity efforts. Thus the perception of the community around the tourist area towards this activity needs to be considered and observed properly.

In the village of Baksi Baiburt Turki, it was revealed that the involvement of the local community in the development of tourism in their village is very important, including its potential as a source of information that controls the field and terms of providing recommendations. (Olcer, C. and Ekiz, E. H., 2016)

Tourism activities in one area do not only promise positive benefits and development. The opposite can occur as a domino effect of an activity that needs to be considered and considered fairly and wisely. The presence of tourism in an area can trigger a leap in the development of the area and can cause social jealousy and even conflict between regions, especially for the surrounding areas which do not get a positive impact from existing tourist areas. This happened in the village of Moieciu de Sus, Moieciu Resort, Romania. (Matei, D., 2018)

Tourism activities in an area can create new jobs. Travel business, ticket sales, goods delivery, accommodation, and others are involved in the development of tourism activities. As a result, an increase in the community's economy will be the effect. This happens in the expected village. An area that has developed in terms of tourism does not mean that they will enjoy it automatically all the time. The existence of a tourist object in an area has its ups and downs. The alignment of all the elements involved in sustaining tourism must receive ongoing attention and observation. The thing to note, of course, is the sustainability of tourism in an area. To maintain the continuity of tourism activities, various efforts need to be made, including measuring visitor satisfaction. Simply put, visitor satisfaction is the target and expectation of visitors in every business activity, including the tourism business. The phenomenon of tourism paying attention to tourist visitor satisfaction in Swaziland shows a positive relationship between tourist trust in tourist destinations. The trust and satisfaction of tourists towards tourist destinations make the tourists providers of recommendations for the continuity of tourism activities (Mashwama, V. C., Chiliya, N. and Chuchu, T., 2019). The continuity of tourism activities can get support from the activities of community organizations in an area. Cultural events, rituals, and sports activities can support the improvement of the quality of tourist destinations. Therefore, government support to provide infrastructure and management support is a supporting factor for the development and sustainability of a tourist area (Jaruševičiene, I., 2019).

Village tourism in Indonesia is still a rare item that the people have not fully realized. Several regions have realized this potential and are trying to develop its potential for village progress. The development of local culture as a driving force for tourism activities has been proven in the Querença project. This project has proven to have a positive effect on the surrounding area. The same opportunity finally opened up for other villages in the vicinity. (Cunha Lima, F. B. and Flores e Silva, Y., 2017).

The interaction between tourists and the domestic community in tourist destinations is very relevant in rural tourism activities. The interaction between visitors and the community can be grouped into 3 parts, namely, those who interact very little, including interacting with fellow visitors, and those who interact intensively. The interaction factor between the community and tourists should be part of the tourism marketing aspect. (Kastenholz, E., Carneiro, M. J. and Eusébio, C., 2018)

Tourism activities visiting villages to feel the sensation of village life have developed in Taiwan in the last 10 years. Experiencing village culinary delights, enjoying fresh fruit, taking walks in a rural environment, and experiencing the thrill of farming directly are village activities that are attractive to tourists. Attitudes, subjective norms, and perceptions influence the desire of tourism actors in the village to experience the sensation of farming directly. (Feng-Yi Chang., 2018)

The potential of culture as a driving force for tourism activities is evident in the Gamcheon Cultural Village in Busan, South Korea. (Choi, Y. J. and McNeely, C. L., 2018). Villages that were once poor, messy, and disorganized or slums were arranged and developed into beautiful villages that attract tourists. This village has a distinctive culture and works of art of high value. Communities, entrepreneurs, and artists have collaborated to change the image of their backward village to be brilliant. The phenomenon of village development as a tourist destination does not only occur abroad. Indonesia, with its natural gifts, actually has greater potential to develop its village area as a tourist destination. Villages with special calcifications as tourist villages are also given awards and tourism development opportunities. One of the many special villages for tourism activities is the Special Village of Bahuluang in Selayar Regency. The areas that have been studied for tourism development with a rural focus are Dieng Kulon and the villages in Central Lombok District. The character of village tourism development in Lombok is being revealed; its management is influenced by 2 significant factors, namely the perception of coastal communities and coastal ecotourism. This factor influences the development of independent tourism villages and coastal tourism villages. (Mustajab Hakim *et al.*, 2018). The development of the village's potential as a tourist area in Indonesia is also studied in the village of Dieng Kulon. This village has also proven to have the potential to be developed into a tourist village. (Setiawan, B. and Wiweka, K., 2018).

The interaction between tourists and the people in Indonesia is revealed as a reciprocal relationship in terms of the quality of the value of the experience. The value of this experience as a human value includes various complementary aspects. Tourists and local people need each other for the development of their respective personalities. (Bertella, G., Cavicchi, A. and Bentini, T., 2018)

The continuity of tourism activities cannot be separated from the need for energy. This problem is often an obstacle faced in the development of rural tourism due to the distance from the source. Energy has become a major requirement for survival in this modern world. The availability of energy sources can provide value for an area, including tourist areas. The common problem is the limited service of energy sources, especially in remote or rural areas. Even if energy is available, it is sometimes not affordable by the people. The village, as a source of tourism potential that promises economic benefits for regional development, requires thinking about procuring energy sources, especially electricity. A study on developing the use of energy sources in tourist villages with a target of zero energy for their needs was carried out by (Fahd Diab, Hai Lan, Lijun Zhang & Salwa Ali., 2015). The village of Alexandria in Egypt is the site of his study which revealed optimizing renewable energy and minimizing greenhouse gas emissions by combining solar, wind, and diesel energy.

The potential for village development as a general tourist destination in Indonesia is its natural beauty. The nature of the coast and the nature of the mountains is a big capital for villages in Indonesia. Villages with the potential for the natural beauty of the coast that get added value for cultural and religious potential are a model that is large enough to be developed into a tourism village.

Village development as a tourist area is getting better by discussing the phenomenon with a general theoretical review and traditional potential for superior activity outcomes. The general theory that should be referred to is the basic theory of economics. This theory is important because the main purpose of tourism activities is to develop and improve the economy.

The theory used as the basis for compiling the development of Bahuluang Island as an economically valuable tourism object consists of 2 theories, namely the theory of modern literacy and the theory of local literacy. Modern literacy uses a basic economic theory approach and local theory based on South Sulawesi Province using quotations *lontaraq Meong Mpalo*, which is proof of the greatness of ethnic South Sulawesi.

Robbins's 1935 *"Economics is the science which studies human behavior as a relationship between ends and scarce means which have alternative uses."* In line with this, Patricia 1985 mentions the definition of economics as *"Economics is essentially about the choice of how scarce resources are and ought to be allocated between all the possible uses"* (Patricia, 1985). This statement shows that something that can be of economic value can be done through scarcity. Scarcity in terms of objects or scarcity in terms of the use of methods or alternative methods that make something scarce.

The local theory, which is more accurately described as a belief in activities related to tourism, already exists in Bugis culture in South Sulawesi Province. This theory contains important instructions that can be used to provide good service to other people or newcomers.

The development of Bahuluang Island as an international marine tourism area can be achieved by adhering to the implementation reference as an area that develops based on its natural scarcity. This scarcity potential is followed by the provision of rare facilities as tourist facilities that have never existed in the world. In this way, Bahuluang Island tourism will become a tour of international standard economic value

3. Methodology

A small island with pristine natural authenticity covering an area of 195.66 square km and rural communities who are loyal to their environment with a population of 289 people with a density of 1 person per square kilometer are the specific characteristics of the location. This island can be reached using air and sea transportation from Makassar City via transit in Benteng City, the capital of Selayar Regency. Access to Bahuluang Island, as far as 50 Km to the south, can be reached by land then using a boat to cross the island takes about 20 minutes. The general picture of the research location is presented in the following figure.

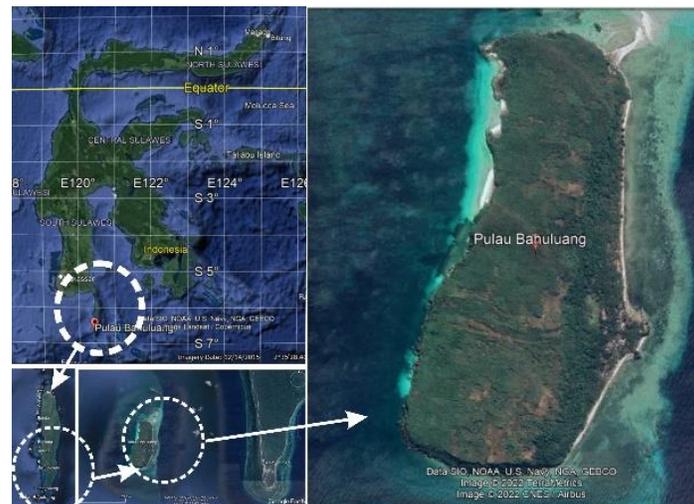


Figure 1. Map of Research location

The procedure for carrying out the study is carried out according to the stages of a scientific approach. Broadly speaking, it begins with an introduction to the location, deepening the problem, followed by an in-depth survey; the results of the in-depth survey are then analyzed by the objectives of the development study. The next stage is the preparation of problem-solving ideas. The results of an in-depth study of the potentials and constraints at the location are attempted to find optimal solutions. Exploration of further development of the findings from the previous analysis is evaluated in stages to find potentials and constraints that need to be developed and negative effects that need to be minimized or eliminated.

Disclosure of potential as the purpose of this development study is carried out separately according to the achievement of the objectives. The purpose of studying the tourism potential of marine tourism is done by showing the potential of natural and human resources in terms of their scarcity and unique specifications in real terms. Disclosure of directions and strategies for tourism development is analyzed by considering concrete steps that can be taken to improve the quality of tourism by maintaining the uniqueness of the specifications of tourism potential in the concept of sustainability. Policy modeling is carried out by compiling an appropriate development design model to be able to raise the quality of tourism on Bahuluang Island in the concept of international-scale scarcity.

The tool used to convey regional development ideas is computer software which is a combination of various computer graphics according to their designation. Recording the atmosphere of the environment using a camera handphone. Plan execution using software *Auto Cad*, *Revit 2016*, *Corel Draw 19*, and for rendering images used *Revit* and *lumion 7*.

The study method uses logical argumentation to express its purpose. The study began with direct site observations. Collect data on the potential of natural and human resources that exist. Natural resources show the existence of potential that stretches vertically and horizontally. The vertical span covers the potential from the sea floor to the top of the hill. Fishery products, coral reefs, fishing, white sand beaches, gowa, single islands, and cliffs, as well as hilltop views, are a collection of tourism capital. The results obtained are analyzed carefully in a review of the development of tourist areas.

4. Result and Discussion

The results and discussions on the development of Bahuluang Island as a marine tourism area are prepared according to the objectives of the study, which consist of three parts. The first part reveals its potential as a tourist area with great opportunities, followed by a review of development directions and strategies, and closes with policy modeling.

4.1. An Overview of Bahuluang Island.

Bahuluang Island is a small island located in the southern part of Selayar Island, which turns out to have potential natural and human resources that are not generally known to the public. The physical data of this small island has an area of 195.66 Ha. It has a population of 289 people consisting of 153 men and 163 women with a density of 1 person/km². The main livelihood of the community is dominated by activities such as fishermen, farmers, and breeders.

The surface of the island has been used as a small part of its land area. The percentage of dominant land area use is as shrubs, around 75.44%, dry fields and fields at 20.53%, and settlements at 2.48%. This island is still very wide, which has not been touched by optimal utilization activities.

The condition of the island with the physical characteristics as described above can be stated that the opportunity for its use as a tourist area is very large to get the opportunity to obtain quality pure nature-based tourism.

4.2. The Potential of Bahuluang as a Marine Tourism Area

The island has many potentials that can be developed into international-class tourism potential with the existence of world-rare objects in the region. The rarity of objects in Bahuluang and its surroundings can be categorized into three according to the quality of their rarity, main, medium, and general rare objects. The world's main class rare object is the presence of an island which is formed from a collection of dead coral ratings and can change shape at any time according to the phenomenon of ocean currents in its environment. Medium rare objects are the existence of Crocodile Cave and the Centipede Cave. Common rare objects are the potential beauty of the underwater world and beaches. The perfection of the tourism potential that can be enjoyed on this island can be obtained according to the vertical landscape, starting from the natural beauty under the sea to the top of the hill. The beauty of the horizontal landscape can be enjoyed from the beauty of the east coast, the beauty of Holas Hill, and the beauty of the west coast. The presence of this vertical and horizontal landscape potential is complemented by the potential for fishery products and thick coconut, and other plantation products. The right tourism keyword to attach to Bahuluang Island is ALL-AVISING TOURISM POTENTIAL (WISERBA).



Gambar 2. Potensi Wisata Pulau Bahuluang

4.3. Directions and Strategy for Tourism Development in Bahuluang Island

The direction and strategy for the development of the Bahuluang area as the Tikaji tourism area from the perspective of general development, management, and marketing strategy. The direction and strategy for the development of Bahuluang tourism are based on the sustainability of scarcity-based tourism combined with artificial elements supporting tourism presented in the figure. 3.

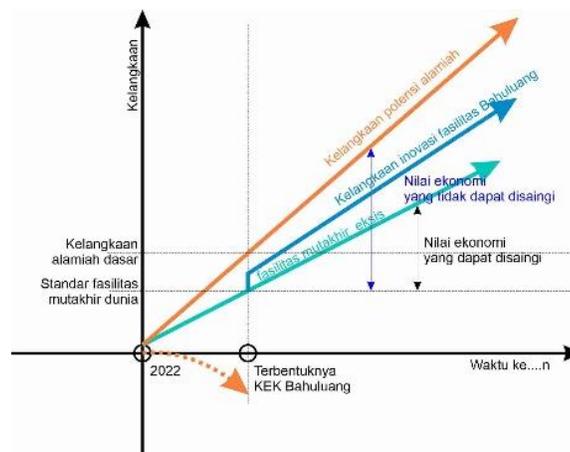


Figure 3. The general strategy for tourism development on Bahuluang Island

The tourism potential of Bahuluang Island as an international standard tourist area can only be achieved by maintaining its natural scarcity. The presence of coral reef islands as a world-rare object is used as a basis for creating tourism potential facilities, which are also rare on a world scale.

The sustainability of status as a rare tourist area can be explained in terms of time. The strategy is to use the year the area was formed as a tourist area as a starting point for setting mile stone as a basic benchmark for scarcity. This rarity must be maintained to become increasingly rare over time. The natural elements of Bahuluang will be directly proportional to the development of time. Increasingly rare, this potential will become the basic capital to achieve economic value that is unmatched by other facilities in the world.

Facilities supporting tourism activities that will accompany the natural scarcity they have must be designed to precede the existing public facilities at the time of their construction.

4.4. Direction and development management strategies.

The direction and management strategy for the development of Bahuluang tourism is likened to a body formed from the coordination of various elements that support each other to achieve goals or, in other words, the model of the Bahuluang tourism agency as a system. The formation of the system consists of the main elements of managing elements and supporting elements.

The preparation of management directions and strategies to make the Bahuluang tourist area a lasting and just tourism area is the management of three directions and a series of development management strategies. The management of the triad is built based on a sacred intention to develop tourism which is owned by three management elements that have transformed into the management body of the Bahuluang area. The management body consists of agencies or institutions originating from the Bahuluang community; the tourism management agency is an independent institution to protect nature and the potential of the Bahuluang in total and supporting institutional bodies.

The main element is the island of Bahuluang in total which includes its natural resources and human resources. The managing element is the body formed, which has the task of empowering the main elements as management and development management. Supporting elements are third parties who are actively and responsively involved in implementing and building Bahuluang Island tourism. These three elements are combined into one managed body under control. The Government of the Republic of Indonesia, in this case, is represented by the tourism agency.

The implementation of Bahuluang tourism activities in terms of the government's role, in general, cannot be carried out only by the Tourism Office as the sole organizer, as mentioned earlier. This activity must coordinate with other relevant agencies to ensure the integrity of the Unitary State of the Republic of Indonesia. The Ministry of Defense and Security, the Ministry of Transportation, the Ministry of Communications, the Ministry of Foreign Affairs, the Ministry of Education, the Ministry of Trade, and other departments must pay attention to and be involved in tourism activities on the island of Bahuluang.

The role of Bahuluang Island, with its natural potential and its people, is as the owner of the tourism area assets. The formal legal aspects of ownership of land and other resources must be protected by the Government of the Republic of Indonesia. The management body is a body formed to be an administrative and management organizer that connects third parties with the existence of interested parties in tourist areas. Development partners are private elements that coordinate with management bodies to work together to build and develop Pulau Bahuluang tourism.

All land in the tourist area of Bahulung Island is not allowed to transfer land rights; the land is wholly and forever owned by the residents of Bahuluang Island. The residents of Bahuluang are the legal and absolute owners of all existing land. Land use following the interests of third parties can be carried out with the knowledge and coordination with the authority management body. The land used is used as a calculation of mutually beneficial equity participation.

The managing body must have a master plan in the form of an integrated and all-inclusive tourism design as a master plan to be offered to third parties. Third parties interested in becoming co-workers for area development must follow the conditions set by the regional authority management agency.

The master plan must contain the types of functions that can be developed, the forms that must be followed, the area of land that can be built, the height and depth of buildings that can be tolerated, and environmental sustainability facilities to ensure the sustainability of the area. The master plan must also contain a plan to increase the scarcity of the area, which is the potential basis for the selling price of Bahuluang Island. The master plan must also contain provisions for the use of local materials as the main element in forming the built environment. In this case, it is necessary to emphasize the importance of utilizing materials from natural elements on the island of Bahulung. The potential sources of coconut trees and bamboo as abundant natural materials must function as building materials that have elements of the local special values of Bahuluang. The concept of development is

based on the utilization of natural potential as much as possible. The use of other materials can only be done if the local potential is not available or not possible.

4.5 Marketing Direction and Strategy

Marketing in the world of tourism is one of the veins that guarantees the implementation of the tourism chain. The Bahuluang area, as a potential area, must initially obtain an effective marketing strategy to make its name appear at the level of a world-class tourist destination. The strategy that can be done to achieve this is by designing tourism chains regionally and locally. The local chain can be developed by making access and promotion with the main point of Makassar City as the development node.

A regional chain network can be developed by creating an access chain that uses Bali Island as a national tourism access beacon. The tourism network strategy for the development of Bahuluang can be carried out by creating international standard tour packages by creating a series of tour packages for Bali - Mataram - East Nusa Tenggara - Takabonerate - Bahuluang -Wakatobi. This series of packages is very logical, with world-class travel offers that can be enjoyed by foreign tourists.

The design of tourism development in the eastern region needs to be linked to the main entry point for foreign tourists, in this case, the island of Bali. This consideration becomes meaningful with the phenomenon of the tendency of tourists to enjoy something different with a new experience. Bali, as an old tourist spot, seems to be on the verge of boredom for its visitors. Under these conditions, the tourist attraction is developing towards Mataram Island and East Nusa Tenggara.



Figure 4. Development of the Bahuluang regional tourism access network

Tourists are currently spending more time on the islands of Bali and Lombok. With a new alternative with different nuances and colors, like the existence of Bahuluang Island, it will certainly be a strong attraction to bring in more tourists to Indonesia.

4.6. Development Policy Modeling

The policy model for the development of the Bahuluang tourism area is based on the design of access opportunities, attractions, and amenities that can occur on the island of Bahuluang. The main considerations for development seek to increase scarcity as the basis for creating quality and prestigious tourism capital in the future. The policy modeling that accompanies it is the utilization of natural potential, which is supported by cultural elements of South Sulawesi.

The policy model for achieving scarce regional development is to stipulate basic provisions that serve as a guideline for regional authority bodies in carrying out development. The basic handle for consideration includes the development of tourism zoning. The zoning includes rare tourism zones, natural tourism zones, traditional tourism zones, national tourism zones, international tourism zones, and extreme tourism zones. The nature and potential of Bahuluang Island allow all of these zonings to be accommodated perfectly.

Each zone should have basic provisions made and become mandatory to be fulfilled. Basic requirements such as the use of energy that does not allow to be sourced from fossil fuels. This area must be sterile from pollution. The boundaries of closed land and green open land must be used as a benchmark for development to maintain their natural conditions.

It is necessary to stipulate provisions for the achievement of tourist objects that are separated between objects that can be freely accessed and object points that can only be accessed with the assistance of a management authority. This restriction is very important to maintain the authenticity and sustainability of the quality of the tourist attraction.

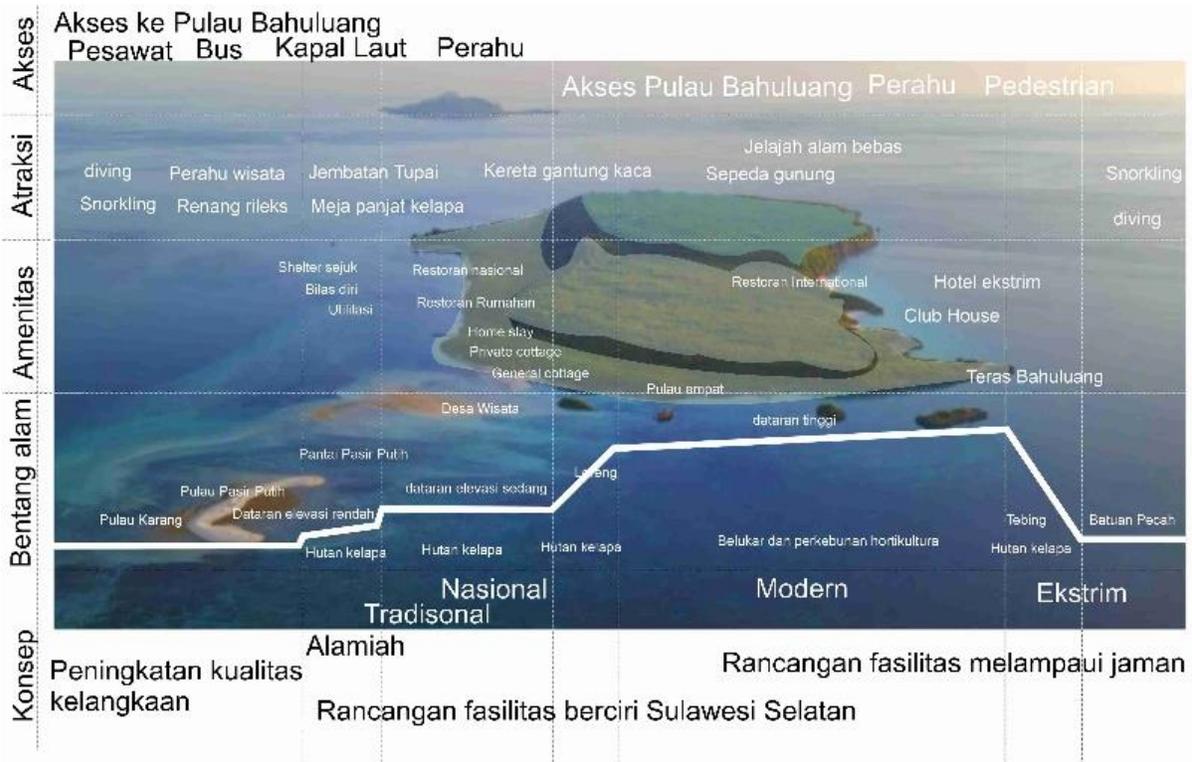


Figure 5. Amenities, attractions, and Access as a policy model for tourism development on Bahuluang Island

Figure 5 provides an overview of the development of Attractions, Amenities, and Access that can be obtained from the development of Bahuluang Island as a tourist area. Attractions that can be obtained start from the potential in the sea to the top of the hill. Amenity offerings can be obtained from traditional, local, national, modern, and extreme situations. Serving attractions can be filled naturally with unparalleled taste quality. Access on the island can be improved by aerial, mountain, valley, beach, and even rock crevice exploration.

The condition of Bahuluang Island is to be designated as a leading tourist area because the potential for tourism development opportunities is very strong. A very strong and potential supporting area is the development of industrial fishing areas and coconut plantations.

5. Conclusion

Bahuluang Island is a tourist paradise hidden at the southern tip of Selayar Island. This island has the perfect potential to be developed into a complete tourist spot or an all-in-one tour. Rare natural potential in the form of coral reef islands and several high-value potentials for tourism activities in the form of beaches, hills, and coral reefs. The potential for fishery products and coconut plantations, and other plantation products is complementary support for quality and unique tourism activities. These potentials are supported by conditions of openness and friendliness of the attitude of the people so that it is very appropriate to be developed into an international standard tourist area. The right direction and development strategy to refer to is to maintain the natural environment to become increasingly rare. Current conditions should be used as a basic benchmark for waiting for an increase in the quality of scarcity over time. The policy strategy for implementing development refers to the concept of a triad of equality consisting of community representative bodies, authority bodies, and administering bodies. These three elements are ideally suited to work together in different interests towards one goal of economic development in the condition of the Bahuluang unitary towards shared prosperity. The basic concept of sustainability based on scarcity is a slogan that must be shared by all elements involved. The presence of scarcity of natural potential is very appropriate when followed by a scarcity of facilities that accompany the perfection of tourism in this region. The basic concept of an ideal supporting facility is the first supporting facility that is present in the world wrapped in the concept and characteristics of South Sulawesi.

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