ABSTRACT

ABDULBASIR LANGUHA. Community Based Tourism Management in the Beach Tourism Area of Tanjung Karang Pusentasi Donggala. Under Supervision of ANI MARDIASTUTI and E. K. S. HARINI MUNTASIB.

Beach tourism area in Tanjung Karang Pusentasi is one of tourism area in the Donggala District, which has diversity and interesting tourism objects. Because of this diversity, the Government of Donggala District has defined the area to become the important area for tourism development. This tourism area is located at the end of the Palu Bay and is directly toward the Makassar Strait, in Tovale, Limboro, Boneoge, and Labuan Bajo villages. To develop this important tourism area, a lot of researches need to be conducted. The objective of this research is to study and develop community based tourism concept, based on: (1) community perception on tourism activity and their expectation of involvement in developing this sector; (2) traditional/local wisdom particularly on natural resources management that can be used as a basis for a community based tourism management; and (3) government concept and other stakeholder views related with community based tourism management.

This research indicated that local community has a positive view/perception on the tourism activity. This is indicated by most of community (61.43%) stated that tourism sector has provided benefits to them. Local community has indicated that they are interested to fully involved in the planning, managing and evaluating tourism activity in their area. Local community has their local wisdom in the natural resources management for agriculture and fishery uses, such as site selection for agriculture (nompepyu), and having break period in the natural resources management (ombo). Additionally, there are some traditional/cultural activities/products that potentially can be used as tourism attractions. Government policy supports in the implementation of community based tourism management will be the main factor to develop this initiative and to integrate tourism as part of community activities. The development of this sector should be based on community interests and approaches. Private sectors stated that their involvement in this sector is by recruiting local community in their business, as well as encouraging local community to protect their natural resources. Meanwhile, community group and non-government organization views that there is a need on cooperative-management between stakeholders in this tourism area.

This research has recommended that there is a need to increase local community capacity and their organization, as well as preparation of regulation and clear mechanism in the community involvement and other stakeholders in the tourism management in Tanjung Karang Pusentasi.

Keywords: tourism, beach area, community based natural resource management