

Development of Community-Based Tourism (CBT) at the Rammang-Rammang Tourist Attraction, Maros Regency: A Triple Bottom Line Approach

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Abstract

Rammang-Rammang is one of the world's largest karst areas, located in Maros Regency, South Sulawesi, and part of the Maros-Pangkep UNESCO Global Geopark. The area has strong potential as a natural and cultural attraction but faces challenges such as limited infrastructure, inadequate sanitation, and environmental threats from growing tourism activities. This study explores how Community-Based Tourism (CBT) strategies can be implemented, the role of government in destination management, and how SWOT, IFAS, and EFAS analyses help assess internal and external conditions. Using a descriptive qualitative method, data were collected through observation, in-depth interviews, and documentation. Informants included the head of the tourism awareness group, attraction managers, boat operators, and local residents. Data analysis used SWOT supported by strategic matrices, along with IFAS and EFAS. Results show that tourism development prioritizes community empowerment, human resource capacity, cultural identity, and environmental preservation based on the Triple Bottom Line. The IFAS score of 2.55 indicates that strengths outweigh weaknesses, especially natural beauty, community involvement, and government support. The EFAS score of 2.65 shows opportunities exceed threats, such as UNESCO status and the rise of nature-based tourism. Overall, CBT-based strategies supported by the government and community can promote sustainable economic, social, and environmental development.

Keywords: Community-Based Tourism, Rammang-Rammang, SWOT, IFAS, EFAS, Triple Bottom Line.

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1. Introduction

Community-Based Tourism (CBT) has become increasingly relevant for destinations with strong natural and cultural potential, including the karst landscape of Rammang-Rammang in Maros Regency. As part of the UNESCO Global Geopark Maros–Pangkep, this area possesses significant geological, ecological, and cultural value (UNESCO, 2017). However, its development still faces several challenges, particularly limited infrastructure (Sastrayuda, 2010), inadequate sanitation facilities (World Bank, 2020), low community capacity (Tasci et al., 2013), and weak integrated tourism governance (Buhalis & Amaranggana, 2015). These challenges require a tourism management model that emphasizes not only economic growth but also social and environmental sustainability.

Maros Regency is one of the prominent tourism areas in South Sulawesi, and the development of its tourism sector has shown significant growth in recent years. This increase is largely influenced by the rising popularity of Rammang-Rammang as one of the world's largest karst ecosystems. To illustrate the dynamics of regional tourism, Table 1

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presents the number of tourist visits to Maros Regency over the past five years based on publications from Statistics Indonesia (BPS).

Number	Years	Tourist Arrivals	Years to Years Percentage Change
1	2019	380.000	-
2	2020	120.000	-68%
3	2021	185.000	+54 %
4	2022	310.000	+67 %
5	2023	420.000	35%

Tourist Arrival Data

The data show that tourism in Maros continues to rebound strongly despite the decline during the pandemic. The increasing number of visitors also reflects substantial potential that can be managed through a CBT approach, especially in key destinations such as Rammang-Rammang.

CBT emerges as an alternative approach to address the disparities created by mass tourism, which often neglects the rights and interests of local communities. According to Hausler (2006), CBT provides opportunities for local people to participate in and control the management of tourism destinations—from planning and implementation to benefit-sharing. This approach aligns with the concept of sustainable tourism development (UNWTO, 2015), which emphasizes a balance between economic, social, and environmental aspects. In this context, the community is not merely an object of development but a central actor contributing to destination sustainability (Goodwin & Santilli, 2009).

The success of CBT highly depends on the level of community participation in decision-making and their ability to derive real benefits from tourism activities. However, in Rammang-Rammang, the community's understanding of sustainable tourism principles remains relatively low. Many residents tend to view tourism only as a short-term economic opportunity without considering environmental conservation of the karst ecosystem, cultural preservation, or community identity reinforcement. This limited awareness often leads to sporadic and uncoordinated management practices that do not align with the Triple Bottom Line (Elkington, 1997): profit, people, and planet.

Besides the community, the government plays a critical role as a facilitator through policies, infrastructure provision, capacity-building, and institutional support. However, various studies indicate that government involvement in strengthening CBT is often suboptimal (Suansri, 2003; Giampiccoli & Saayman, 2017). This situation is also observed in Rammang-Rammang, where many tourism initiatives operate based on community self-help or external support without a comprehensive policy framework. The private sector also has the potential to become a strategic partner; however, its involvement must be directed to ensure alignment with sustainability principles and to avoid exploitation of natural or cultural resources (Scheyvens, 1999).

An assessment of the internal and external conditions of the destination using SWOT analysis is crucial for identifying strengths, weaknesses, opportunities, and threats in CBT development at Rammang-Rammang. SWOT analysis has been widely applied in tourism planning to formulate adaptive and realistic developmental strategies that match local socio-cultural characteristics (Gürel & Tat, 2017). The strengths of the region—such as unique karst landscapes, authentic local culture, and community involvement—serve as key assets for tourism development. On the other hand, weaknesses like limited managerial capacity, inadequate supporting facilities, and unsystematic tourism governance require strategic interventions through training, community assistance, and long-term planning (Okazaki, 2008).

In the context of sustainable development, strategies for tourism development in Rammang-Rammang must integrate the principles of the Triple Bottom Line. Economic aspects include equitable benefit distribution, job creation, and increased local income (Sharpley, 2009). Social aspects focus on community empowerment, cultural preservation, and strengthening social cohesion (Stone & Stone, 2011). Meanwhile, environmental aspects emphasize the conservation of the karst ecosystem, the mitigation of tourism impacts, and the adoption of environmentally responsible practices

such as waste reduction and visitor capacity control (Buckley, 2012). The integration of these three dimensions is crucial to ensure that tourism development does not cause environmental or socio-cultural degradation, which are the core attractions of the area.

Given the substantial potential and the complex challenges, Rammang-Rammang requires systematic, well-directed, and community-based development strategies. Therefore, this study aims to analyze the CBT-based tourism development strategies in Rammang-Rammang by focusing on three main aspects: (1) appropriate CBT development strategies based on local context; (2) the role of government in supporting CBT development; and (3) the contribution of SWOT analysis in understanding the internal and external conditions of the destination. The results of this study are expected to provide theoretical contributions to the development of CBT concepts and sustainable tourism practices, as well as practical benefits for local communities, regional governments, and tourism stakeholders.

2. Research Method

This study employs a descriptive qualitative approach to provide an in-depth understanding of the development of Community-Based Tourism (CBT) at the Rammang-Rammang Tourism Attraction in Maros Regency. This approach was chosen because the required data are narrative in nature and derived from the direct experiences of key stakeholders, including local communities, destination managers, and local government representatives. The research also adopts a case study method to explore the implementation of CBT in relation to the Triple Bottom Line (TBL) principles, which consist of the social (people), economic (profit), and environmental (planet) dimensions. Through this approach, the study aims to identify the challenges, opportunities, and achievements in developing community-based and sustainable tourism. More specifically, the research seeks to describe how CBT strategies can enhance local economic income, empower the community, and maintain environmental sustainability in Rammang-Rammang.

The data sources used in this study consist of primary and secondary data. Primary data were obtained through direct observation, field documentation, and in-depth interviews with purposively selected informants who are directly involved in tourism activities. These informants include the head of the tourism awareness group (Pokdarwis), destination managers, boat operators, and local residents, enabling a comprehensive understanding of the actual conditions in the field. Meanwhile, secondary data were collected from relevant literature such as journals, books, reports, and official documents to support the analysis. Data collection techniques included observation to understand the physical conditions and tourist activities, semi-structured interviews to gather in-depth information regarding the social, economic, and environmental aspects of tourism based on the TBL framework, and documentation such as archives, photographs, and supporting documents.

The data analysis technique used in this research follows the stages of qualitative descriptive analysis, which include data collection, data reduction, data presentation, and conclusion drawing. During the data reduction process, the researcher selected and categorized the data based on its relevance to the research focus. The reduced data were then presented narratively to illustrate the phenomena observed in the field, followed by drawing conclusions by comparing the findings with relevant concepts and theories. Through this approach, the study is expected to provide a clear description of the dynamics of CBT development in Rammang-Rammang and offer strategic recommendations to support sustainable tourism development aligned with the principles of the Triple Bottom Line.

3. Result and Discussion

3.1 General Overview of Maros Regency

Maros Regency is one of the administrative regions in South Sulawesi Province, with its capital located in Maros City. Geographically, Maros has a strategic position, bordered by Makassar City to the south, Pangkep Regency to the north, Bone Regency to the east, and the Makassar Strait to the west. Covering an area of approximately 1,619 km², the region

consists of lowlands, hilly areas, and extensive karst landscapes—one of the largest karst formations in the world. This diverse geography provides Maros with rich potential in agriculture, fisheries, and particularly tourism.

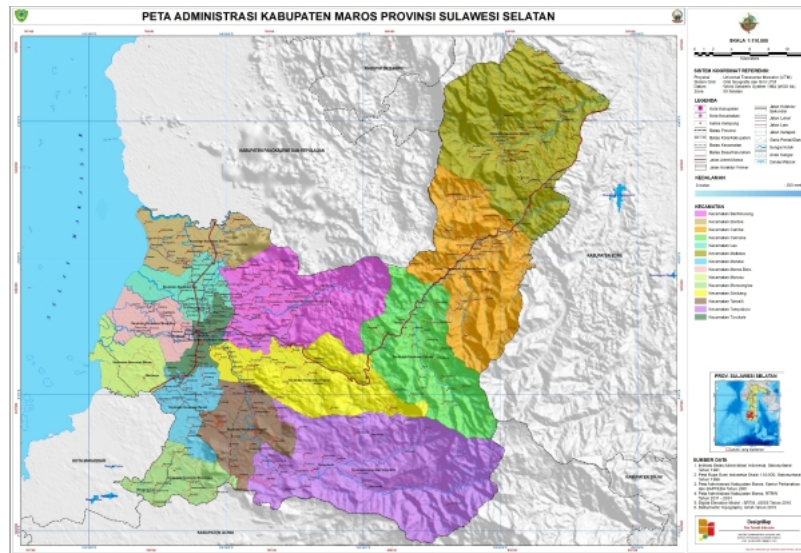


Figure 1. Map of Maros Regency

Tourism is one of the most important economic sectors in Maros Regency. The Maros-Pangkep karst area is internationally recognized for its geological uniqueness and serves as the site of several leading attractions, including Rammang-Rammang, which features impressive karst mountains, rivers, and cultural village life. Additionally, Bantimurung-Bulusaraung National Park—with its waterfalls, prehistoric caves, and butterfly habitat—strengthens Maros’ reputation as a region rich in ecological and educational tourism. Other attractions such as Leang-Leang Prehistoric Cave and various natural sites further enrich the tourism landscape. Accessibility supported by Sultan Hasanuddin International Airport contributes significantly to the rapid development of tourism in Maros.

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3.2 General of Tourism Village

This tourism area is located within the Bantimurung Bulusaraung National Park and is known as one of the largest karst landscapes in the world. Its stunning limestone formations, rice fields, river routes, and natural caves—combined with a misty atmosphere and traditional boat trips—make it a leading ecotourism destination in South Sulawesi. Local culture is a major strength of the area, reflected in the community’s continued preservation of traditions and local wisdom. Tourism facilities have developed through a community-based tourism approach that actively involves residents in

management and visitor services. The combination of natural beauty, authentic culture, and environmental education potential strengthens its position as a sustainable tourism icon.



Figure 2. Rammang-Rammang Tourism Village

The environment is rich in flora and fauna, featuring prehistoric caves estimated to be thousands of years old, as well as unique tower karst formations similar to those in Shilin, China. The Bugis-Makassar communities maintain traditional livelihoods while actively participating in tourism activities. Its recognition as a UNESCO Global Geopark offers significant economic opportunities while also demanding long-term conservation efforts to ensure environmental sustainability.

3.3 Community-Based Ecotourism Development in Rammang-Rammang

The development of Community-Based Ecotourism in Rammang-Rammang is an approach that places the local community as the main actors in managing, developing, and maintaining the sustainability of the destination. This model emphasizes collaboration between community members, local businesses, government institutions, and conservation organizations to create a tourism system that is not only attractive to visitors but also provides social, economic, and ecological benefits for the local population. To better understand how these various components interact and contribute to ecotourism management in the Rammang-Rammang karst area, the following diagram illustrates the roles, coordination flow, and collaborative structure formed in the implementation of community-based ecotourism.

3.3.1 Local Communities

The local communities consist of residents of Salenrang Village (Bugis–Makassar), who are directly involved in tourism activities such as operating traditional boats, managing homestays, selling local SMEs products, providing local culinary services, and preserving cultural traditions. They serve as the main actors in implementing the community-based tourism concept.

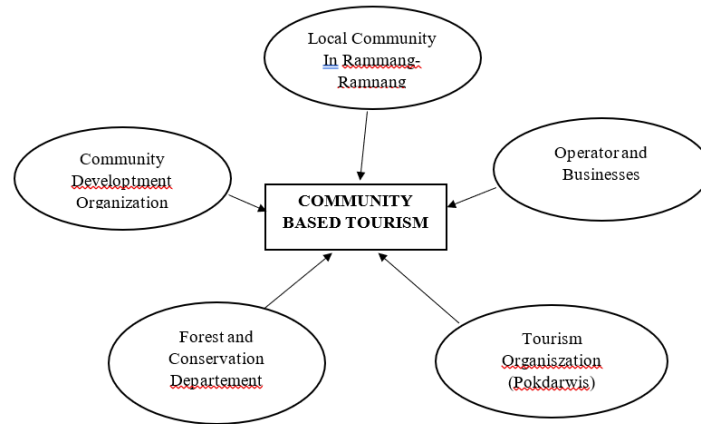


Figure 3. Community based tourism on rammang-rammang village

3.3.2 Operators and Businesses

Several operators and local businesses supporting CBT in the area include :Traditional boat operators providing transportation to the karst area, Community-owned homestays and food stalls, Local tour guide services, Community-based SMEs (handicrafts, local culinary products, village-based souvenirs), All these sectors are managed by the local community as a form of direct participation in ecotourism.

3.3.3 Tourism Organizations (e.g., Pokdarwis)

The main organization managing the destination is Pokdarwis Rammang-Rammang. Its roles include: Coordinating tourism management, Environmental education and human resource training, Regulating tariffs, tourism services, and service standards, Facilitating collaboration with government and other institutions

3.3.4 Forest and Conservation Departments

The area is managed under the authority of Bantimurung Bulusaraung National Park, This institution is responsible for conserving karst forests, protecting flora and fauna, preserving prehistoric caves, and supervising tourism activities to ensure sustainability. The conservation area includes karst mountains, forests, rivers, and prehistoric cave systems.

3.3.5 Community Development Organizations

Several community development organizations involved in supporting local empowerment include: Village empowerment institutions (LPM/LPMD), Karang Taruna youth groups, Local SME groups, Environmental or community empowerment NGOs (e.g., karst conservation communities), They provide training in creative economy development, tourism management, and community empowerment to enhance local capacity.

3.4 The Role of Government in Tourism Development in Rammang-Rammang

The government plays a strategic role in ensuring that tourism development in Rammang-Rammang is carried out sustainably, in a well-coordinated manner, and provides direct benefits to the local community. The Maros Regency Government, together with the provincial government, formulates various policies and regulations governing the use of the karst landscape, including spatial planning, tourism zoning, and conservation guidelines. These regulations serve

as an important foundation to prevent environmental degradation and ensure that destination development aligns with sustainability principles.



Figure 4, Rammang–Rammang Tourism Village Pier

In addition to policymaking, the government is responsible for providing and improving basic infrastructure such as road development and maintenance leading to Rammang-Rammang, parking areas, access routes, the construction of boat docks, as well as the provision of electricity and telecommunication networks. Adequate infrastructure greatly enhances visitor comfort and increases the overall attractiveness of the destination. The government also plays a significant role in community empowerment through various capacity-building programs, including tour guide training, homestay management training, tourism awareness education (Sapta Pesona), and support for local MSMEs. These programs strengthen community capacity to manage tourism independently and professionally.

Furthermore, the government actively promotes Rammang-Rammang through official social media channels, the Wonderful Indonesia campaign, regional tourism events, and collaborations with travel agents and media. These promotional efforts help expand the reach of both domestic and international tourist markets. Collaboration is another important aspect, where the government works closely with Pokdarwis Rammang-Rammang, NGOs, academics, and business stakeholders to ensure that destination planning and management are aligned with community needs and local environmental conditions.

In terms of environmental conservation, the government through the Bantimurung Bulusaraung National Park Authority (TN Babul) and the Environmental Office (DLH) conducts monitoring of tourism activities, environmental quality assessments, and regulates development to prevent damage to the sensitive karst ecosystem. These measures are essential for preserving the ecological integrity of Rammang-Rammang. Additionally, the government provides various forms of support and funding, including village funds, CHSE programs, MSME promotional assistance, and

infrastructure financing through regional and national budgets. Such support plays a crucial role in accelerating facility development and strengthening community capacity.

3.5 Implementation of SWOT Analysis

Based on the analysis conducted, the author formulates effective strategies for sustainable tourism management based on Community-Based Tourism (CBT) using a SWOT analysis approach. This formulation integrates internal strengths and weaknesses with external opportunities and threats to determine strategic directions that can enhance community participation, improve destination competitiveness, and ensure long-term environmental, social, and economic sustainability."

Strengths	Weaknesses
The natural beauty of karst landscapes, rivers, caves, and unique panoramas (iconic & rarely found elsewhere).	Narrow and limited access roads and parking areas.
Active involvement of local communities through tourism groups, boat operators, homestays, and culinary services.	The number and quality of accommodations (homestays) are still limited, and sanitation facilities need improvement.
The presence of local wisdom and traditional culture supporting tourism (traditions, crafts, Berua Village).	Artificial attractions are very limited, reducing the variety of tourism activities.
A variety of nature-based tourist activities (river cruising, trekking, caving) that attract visitors.	Waste and wastewater management is still basic, posing risks of environmental pollution.
Promotion is supported by local government and the area's status as a National Strategic Tourism Area.	On-site tourist information is limited, signage is unclear, and information centers are minimal.
Opportunities	Threats
Being part of the UNESCO Global Geopark (Maros–Pangkep) opens access to international promotion.	Increasing tourist numbers may lead to ecosystem damage (waste, pollution).
Growing interest in nature-based and ecotourism after the pandemic.	Some tourists still lack environmental awareness.
Strong government support (Tourism Law, regional regulations, strategic plans, promotional events).	Economic dependence on tourism may pose risks if visitor numbers decline.
Potential for private investors to develop tourism facilities.	Competition with other tourism destinations in South Sulawesi.
Increasing involvement of youth and local communities in tourism businesses.	Climate change and natural disasters (floods, erosion) may disrupt sustainability.

4. Conclusion

This study concludes that the development of Community-Based Tourism (CBT) in Rammang-Rammang has strong potential to support sustainable tourism through the Triple Bottom Line approach. The destination's main strengths lie in its unique karst landscape, river routes, caves, local culture, and active community involvement in tourism activities such as boat services, homestays, culinary businesses, local guiding, and small enterprises. These conditions show that CBT in Rammang-Rammang can contribute not only to local economic improvement but also to community empowerment and cultural preservation.

The SWOT, IFAS, and EFAS analyses indicate that Rammang-Rammang is in a favorable position for sustainable tourism development. The IFAS score of 2.55 shows that internal strengths are greater than weaknesses, while the EFAS score of 2.65 indicates that external opportunities are stronger than threats. However, several issues still need attention, including limited road access, inadequate parking areas, limited homestay capacity, insufficient sanitation facilities, basic waste management, and the potential risk of environmental degradation due to increasing tourist visits.

Therefore, the development of Rammang-Rammang should be directed toward an integrated CBT model that balances economic benefits, social participation, and environmental conservation. The government, Pokdarwis, local communities, conservation institutions, academics, and private stakeholders need to strengthen collaboration in improving infrastructure, community capacity, visitor management, waste control, and conservation-based tourism regulations. With consistent and participatory management, Rammang-Rammang can become a sustainable tourism destination that preserves its ecological identity while improving the welfare of local communities.

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