

ORIGINAL RESEARCH ARTICLE

The importance of the government's role in sustainable development in rural areas

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ABSTRACT

This study focuses on developing tourist villages as sustainable tourist destinations. The aim of this research is to determine the role of the government in tourism development which is carried out in a comprehensive and integrated manner by wisely utilizing natural resources, culture and geographical conditions. Sustainable development, especially in rural areas, is expected to contribute to increasing welfare, equality and environmental awareness for the community. The research method was carried out using a qualitative approach, using observation, documentation and interview techniques to collect various complete data and information by determining research data sources, collecting and analyzing qualitative data, making conclusions and recommendations. The research results show that the government's role is quite large, although it has not succeeded in achieving targets in implementing various tourism developments in rural areas related to three role indicators, namely: 1) regulator, 2) dynamist, and 3) facilitator.

Keywords: tourism village development; role of government; regulatory indicators; dynamists and facilitators

1. Introduction

Tourism development in Indonesia as an integral part of national development^[1-3], is starting to be carried out in a sustainable manner. Aims to contribute to improving the welfare, identity, and abilities of the Indonesian people.

Tourism development activities are carried out in a comprehensive and integrated manner by utilizing natural resources^[4-7] culture, and geographical conditions wisely. Apart from that, implicitly tourism development is also expected to be able to encourage regional development which is directed at improving community welfare by reducing disparities between regions. Encourage the utilization of the potential and capabilities of each region in the context of developing tourism. Development of Indonesian Tourism to become an international tourism destination^[8-13] already has a big concept known as Wonderful Indonesia. This has become an innovative vision of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, in implementing a sustainable program in creating good synergy between the tourism sector, creative industry, handicrafts and local communities, and has technical implications for the development of tourism in tourist village areas so that intensity activity may increase.

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The dynamics of regional development in Bulukumba Regency demands the role of the government as a regulator, dynamist and facilitator in solving various problems. Such as physical problems^[14-17], social and economic including in the field of developing and managing regional tourism potential. Human activities in managing space, resources and allocating various development activities for the development of tourist areas are seen as needing to be carried out in an integrated and synergistic manner between one tourist area and another^[18-21]. The government has made many development efforts in the Bulukumba Regency area^[22-24] to meet the needs of the community, but development has still not been achieved optimally according to its targets.

2. Literature review

The role of government is the actualization of state sovereignty in achieving its goals which are controlled by basic norms and values in its interactions^[25-27]. So that the role of government is the relationship between the government and those who are governed in order to achieve the desired goals, this is in line with^[28-30] the role of government as a process of fulfilling public service needs. Meanwhile^[31,32], status is a collection of rights and obligations that a person has, to carry out rights and obligations in accordance with the function of his position. In essence, a role can also be formulated as a series of certain behaviors that arise from a certain position. A role is an action or behavior carried out by someone who occupies a position in social status. Internal role requirements^[33-35] include three important things, namely: 1) role includes norms related to one's position or place in society. Role in this sense is a series of rules that guide a person in social life; 2) role is a behavioral concept that can be carried out by individuals in society as an organization; 3) roles can also be said to be individual behavior that is important for the social structure of society. According to Lockwood et al.^[26], role is defined as behavior that is regulated and expected of someone in a certain position. suggest a role as a set of behaviors that result from a position. According to roles can guide someone in their behavior, because the function of the role itself is as follows: 1) give direction to the socialization process; 2) inheritance of traditions, beliefs, values, norms and knowledge; 3) can unite groups or communities; 4) turn on the control system, so that it can calm people's lives.

3. Government role

The role of government can also be seen in three forms as follows^[36]: 1) initially the role of government was to maintain security and comfort in development; 2) then the meaning of service state emerged, where the role of the government is as a social servant for needs that need to be regulated in society; 3) the role of the government as an entrepreneur or driver of community reform and development initiatives. The government becomes a "development agent" or driver of renewal development.

The government's function in relation to empowerment is to direct society towards independence and development in order to create prosperity. The need for an optimal and in-depth role of the government to implement sustainable development can optimize the government's role as follows: a) the government as a regulator, by preparing a balanced direction for the implementation of development through the issuance of government regulations. The government provides basic references to the community as an instrument to regulate everything in accordance with empowerment implementation activities; b) the government as a dynamist, namely encouraging community participation, if there are obstacles in the development process to encourage and maintain the dynamics of regional development. The government plays a role by providing intensive and effective guidance and direction to the community. Usually, the provision of guidance is realized through a team of extension workers or certain bodies to provide training; c) the government as a facilitator, by creating conducive conditions for the implementation of development to bridge various kinds of community interests in optimizing regional development. As a facilitator, the government operates in the field of assistance

through training, education and improving skills, as well as in the field of funding or capital through providing capital assistance to empowered communities.

As for achieving the goals of advanced and developing tourism development, by optimizing good and sustainable tourism management. The government must be able to provide opportunities for economic growth in a tourist destination with various efforts, to encourage the rate of economic growth in realizing people's welfare^[37]. The use of local materials and products in the service process in the tourism sector will also provide opportunities for the tourism industry, and the local tourism industry in particular can play a role in providing goods and services. The main requirement above is the ability of local tourism businesses to provide world-class services using quality local materials and products. Regional development planning which includes four priority aspects of regional tourism development, namely: a) tourism destination; b) tourism marketing; c) tourism industry; and d) tourism institutions.

4. Method

This research was carried out directly at the location, namely at the Tourism and Culture Office of Bulukumba Regency, South Sulawesi, and various tourist locations that have been designated as tourist villages that have the potential to be developed. This research refers to the theory of the role of government, with three important parts, namely: 1) government as regulator, 2) government as dynamist, and 3) government as a facilitator. The research method was carried out using a qualitative approach, using observation, documentation and interview techniques to collect various data and information. This research aims to determine the role of the government in developing tourism in rural areas, which is based on Bulukumba Regency Regional Regulation Number 2 concerning the Regional Tourism Development Master Plan for 2021.

The number of tourists visiting Bulukumba, both domestic and foreign, continues to increase, the growth in tourist visits illustrates how important it is to develop this potential, by innovating to develop the tourism sector so that it increases even further. The growth rate of tourists continues to increase every year, it can be estimated that the number of tourists per year is as shown in the following **Table 1**.

Table 1. Prediction of number of tourists by year 2017–2037^[38].

Year	Bulukumba District		South Sulawesi Province	
	Archipelago tourists	Foreign tourists	Archipelago tourists	Foreign tourists
2016	155,328.00	7,620.00	8,426,528	234,249
-	1.84	3.25	-	-
2017	14,857,130,603	24,142,813	9,565,005	316,835
2018	16,864,422,101	32,654,499	10,857,297	428,537
2019	19,142,911,265	44,167,029	12,324,186	579,620
2020	21,729,238,601	59,738,367	13,989,261	783,968
2021	24,664,994,976	80,799,468	15,879,297	1,060,360
2022	27,997,390,445	109,285,780	18,024,690	1,434,197
2023	31,780,013,435	147,815,104	20,459,939	1,939,831
2024	36,073,692,508	199,928,161	23,224,205	2,623,729
2025	40,947,474,544	270,413,972	26,361,940	3,548,740
2026	46,479,735,092	365,749,957	29,923,604	4,799,868
2027	52,759,438,726	494,697,187	33,966,470	6,492,089
2028	59,887,569,695	669,105,497	38,555,553	8,780,912

Table 1. (Continued).

Year	Bulukumba District		South Sulawesi Province	
	Archipelago tourists	Foreign tourists	Archipelago tourists	Foreign tourists
2029	67,978,755,850	905,002,449	43,764,650	11,876,673
2030	77,163,111,986	1,224,066,215	49,677,529	16,063,861
2031	87,588,332,220	1,655,617,728	56,389,274	21,727,267
2032	99,422,065,074	2,239,315,183	64,007,819	29,387,338
2033	112,854,609,432	3,028,798,500	72,655,677	39,748,012
2034	128,101,974,755	4,096,618,654	82,471,914	53,761,400
2035	145,409,354,731	5,540,904,883	93,614,387	72,715,287
2036	165,055,070,258	7,494,382,444	106,262,277	98,351,476
2037	187,355,045,130	10,136,569,641	120,618,977	133,025,848

The following (Figure 1 and Figure 2)^[38] is an estimated graph of the development of domestic tourists and foreign tourists in Bulukumba Regency for 2017–2037.

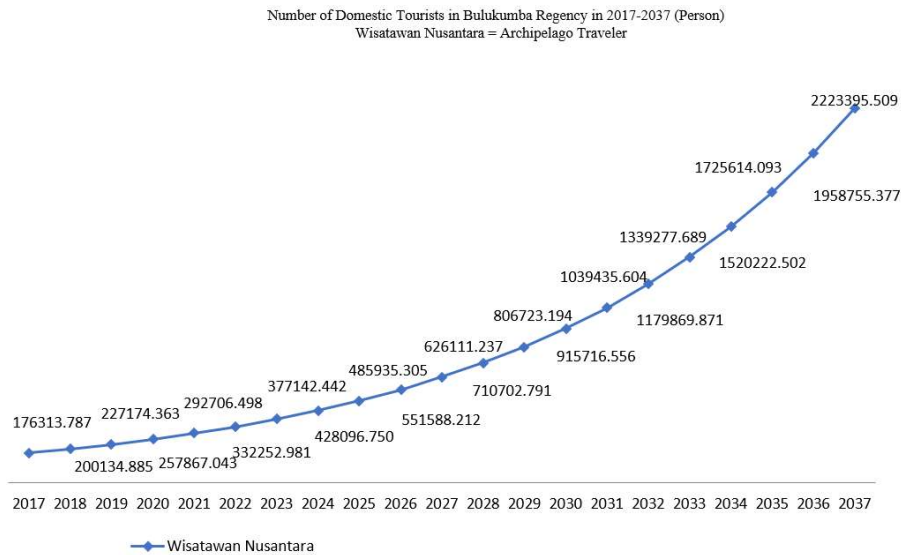


Figure 1. Graph of the development of domestic tourists in Bulukumba Regency in 2017–2037^[38].

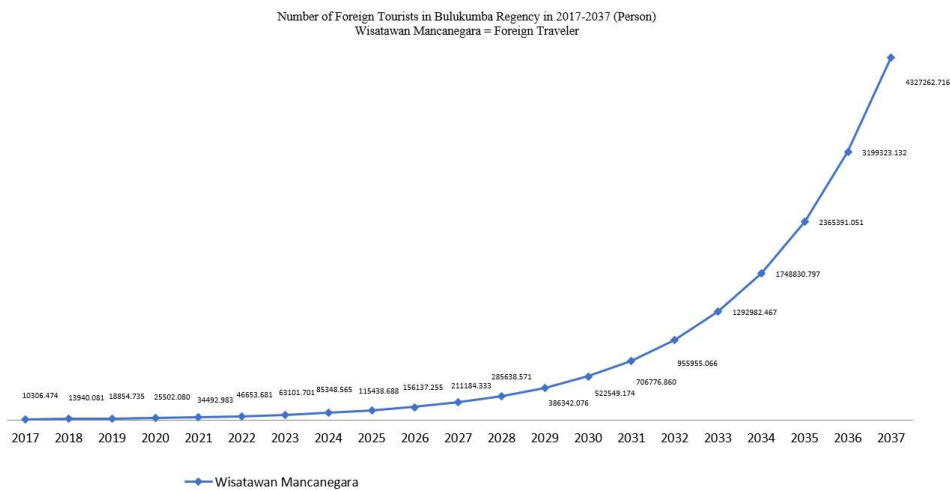


Figure 2. Graph of the development of foreign tourists in Bulukumba Regency in 2017–2037^[38].

The type of research used in this research is research with a qualitative approach method involving philosophical assumptions, applying a qualitative approach by collecting and analyzing various types of data, related to: 1) the government as a regulator, 2) the government as a dynamicator, and 3) the government as a facilitator. Data collection also involves a collective function so that the strength of this study as a whole is greater and deeper^[39], like description following: qualitative method, to prove, deepen and expand the power of data through data analysis in FGD: determining research data sources, collecting and analyzing qualitative data, conclusions and recommendations.

5. Result and discussion

The phenomenon of development of a tourist area will continue to develop dynamically depending on the interrelationship between visitor activity systems, network systems, movement systems, infrastructure systems, environmental systems and inter-related institutional systems (inter-connection systems) in the tourism structure. The next development according to, regional governments can play a role in developing regional tourism potential with the following three indicators:

- 1) Motivator, the role of local government as a motivator in tourism development is very important for the sustainability of tourism businesses. Direct involvement of investors, communities and entrepreneurs in the tourism sector is the main target that must continue to be improved so that tourism development can continue to be sustainable.
- 2) Facilitator, the government's role as a facilitator for developing tourism potential is to provide all facilities to support all programs and activities carried out by the government in collaboration with various parties, including investors, entrepreneurs and the community.
- 3) Dynamics, the government's role as a dynamist is to encourage community participation in tourism development activities. If there are problems and obstacles in the tourism development process, the government's role is to encourage and maintain the dynamics of regional development. The government plays a role by providing intensive and effective guidance and direction to the community. Usually, the provision of guidance is realized through an extension team to provide information, outreach about the benefits and contributions of tourism, or special institutions to provide education and training.

Among all government roles^[40] there are factors that influence the optimization of the government's role, namely:

- 1) The availability of facilities and infrastructure is the government's first step in realizing the plans that have been set to achieve the goals that have been set. Therefore, the government has an obligation to maintain, renew and provide facilities and infrastructure to support tourism activities by maximizing the government's role in providing appropriate and adequate facilities and infrastructure.
- 2) Availability of a budget, a budget is important because financial resources from the government are a tool that can motivate employees to improve their performance. Procurement of facilities with the development of performance measurement standards can be used to carry out evaluations. Also, as a tool that functions to carry out coordination for implementing performance coordinators, and all work units in implementing government programs and activities.
- 3) Partnership, the pattern of relations between the government, private sector and society is a form of partnership which is expected to be well established and synergize harmoniously in order to create an atmosphere of good governance.
- 4) Community participation, community participation is very important because the community is the subject and object of tourism policy and can participate in helping the government in implementing the policies and regulations that have been established.

The phenomenon of economic growth in Bulukumba, which has experienced a decline and erratic fluctuations in recent years, is what has encouraged the government to continue to boost the tourism sector to support local revenue in order to increase regional economic growth. The rate of economic growth can be seen in **Figure 3** as follows:

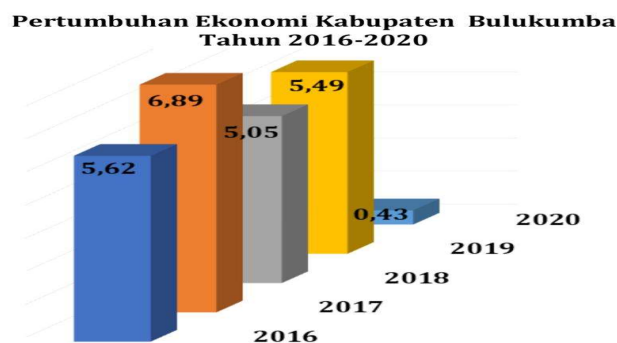


Figure 3. Economic growth in Bulukumba year 2016–2020^[38].

The vision of developing tourism in Bulukumba is to create a productive society characterized by local wisdom towards an advanced and prosperous Bulukumba. Regional development programs and activities are implemented based on the targets set in the strategic plan, The strategic plan is prepared based on the linkage and consistency between the vision, mission, goals and achievement of the targets of the National Medium Term Development Plan. This is then used as a basis for developing an overall regional development performance framework which includes strategy, policy direction, general policy, priority programs and activities as well as a funding framework.

Based on existing data and analysis results, it shows that the government has carried out its role as a regulator, dynamist and facilitator in the development of tourist villages in rural Indonesia, as an integral part of national development. Tourism development that is carried out in a comprehensive and integrated manner by wisely utilizing natural resources, culture and geographical conditions is a must to support the realization of sustainable development. Tourism is expected to contribute to increasing welfare, equality and concern for the environment for the sake of a just and prosperous society throughout Indonesia.

Based on the results of research that has been carried out through a qualitative approach using observation, documentation and interview techniques to collect various data and complete information. The research results also show that the government's role is very large, in carrying out various efforts to develop tourism in rural areas related to three role indicators, namely as: 1) regulator, 2) dynamist, and 3) facilitator. Optimizing the implementation of the mission of the Bulukumba Regency Government for 2021–2026, which has set regional development goals for a period of 5 years, has been underway. Determining regional development goals is intended as a direction for implementing development programs in general and ensuring the consistency of development^[41].

Likewise with the theory of the role of government which has been put forward by many experts, but which is in accordance with the phenomenon at the research locus, namely in tourist villages located in Bulukumba Regency, regarding the role of government which consists of three indicators, namely as regulator, dynamist and facilitator. The government has succeeded in implementing these three role indicators, and has prepared a regional tourism development plan which is arranged in matrix form with program estimates along with stages of implementation and accountability. Next, the researcher compiled the program matrix based on three indicators, namely regulator, dynamist and facilitator which were studied further in the regional tourism development plan as shown in **Table 2**:

Table 2. Bulukumba Regency regional tourism development matrix^[38].

The government has carried out its role as a regulator, dynamicator and facilitator	Activity program	Location of program development	Inter-institutional collaboration	Source of funding
Availability of regional regulations in the development of tourism village areas based on tourism destinations in the Bulukumba region, Southern region, South Sulawesi Province	Leading tourism development	Bulukumba Regency Tourism Area	Ministry of Tourism, Provincial Tourism Office, District Tourism Office, Investors	State Budget Provincial Budget District Budget Private
Providing protection to increase employment opportunities and business opportunities through the development of tourist attractions, creation of jobs and providing capital loans to underprivileged communities	Creating jobs and providing loan capital to underprivileged communities	Bulukumba Regency Tourism Area	Office of Cooperatives, SMEs, Trade, Industry, Tamben, Tourism Industry Entrepreneurs	District Budget Private.
Optimization of promotional activities specifically based on the characteristics and tourist attractiveness of Bulukumba Regency	Provision of ODTW promotional videos, Increasing ODTW socialization both directly and through social media	Bulukumba Regency	Regency Tourism Office, Bulukumba Transportation, Communication and Information Service Tourism Associations/Institutions	Provincial Budget District Budget Private
Development of a tourist movement system through the creation of tourist routes in one tour package. Creating a structured and systematic tourist movement system through mapping and realizing “Sapta Pesona” as part of the concept of “tourism conscious” for the community.	Creating a structured and systematic tourist movement system through mapping provision of structured transportation infrastructure according to the route	Bulukumba Regency Tourism Area	Provincial Tourism Office, Regency Tourism Office, Bulukumba Transportation, Communication and Information Service, Tourism Associations/Institutions	Provincial Budget District Budget Private
Setting up a sanitation system in the tourism industry, with comprehensive tourism industry sanitation management.	Comprehensive tourism industry sanitation management	Bulukumba Regency Tourism Area	Provincial Tourism Office, Regency Tourism Office, Public Works and Spatial Planning Office	Provincial Budget District Budget
Packaging of tourist objects and tourism attractions in the form of tourism packages.	Provision of information media and tourism system management	Bulukumba Regency Tourism Area	Provincial Tourism Office, Regency Tourism Office, Bulukumba Transportation, Communication and Information Service, tourism associations/institutions	Provincial Budget District Budget Private
The development of the professionalism of human resources involved in the tourism industry is carried out in stages, continuously and thoroughly through training and education (managerial level).	Development of human resources in the tourism sector	Bulukumba Regency Tourism Area	Department of Education and Culture Bulukumba, District Tourism Office	District Budget
Improving the quality of human resources through formal and non-formal education for the tourism industry.	Provision of formal and non-formal education based on the tourism industry	Bulukumba Regency Tourism Area	Office of Cooperatives, SMEs, Trade, Industry, Tamben, Education and Culture Office of Kab. Bulukumba, Tourism Industry Entrepreneur	District Budget Private

Table 2. (Continued).

The government has carried out its role as a regulator, dynamicator and facilitator	Activity program	Location of program development	Inter-institutional collaboration	Source of funding
Optimizing the potential of cultural tourism specifically and competitively.	Development of cultural tourism with character and sustainability	Bulukumba Regency Tourism Area	District Tourism Office, District Education and Culture Office Bulukumba	District Budget
Sustainable development and management of natural resources potential.	Development of natural resource potential management in a sustainable manner	Bulukumba Regency Tourism Area	Provincial Tourism Office, Regency Tourism Office, Bulukumba Regency Environment and Forestry Service	Provincial Budget District Budget
Improving the quality of tourism service products through cooperation with the private sector, especially for services such as transportation, accommodation, travel arrangements, restaurants, and hotels/inns.	Optimizing internal products and HR improvement	Bulukumba Regency Tourism Area	Office of Cooperatives, SMEs, Trade, Industry, Tamben, Office of Public Works and Spatial Planning, Tourism Industry Entrepreneurs	District Budget Private
Improving the quality of human resources through sustainable tourism education.	Tourism training for human resource development	Bulukumba Regency Tourism Area	Office of Cooperatives, SMEs, Trade, Industry, Tamben, Education and Culture Office of Kab. Bulukumba, Tourism Industry Entrepreneur	District Budget Private
Cooperation promotion by stakeholders through user and market oriented approaches.	Development and improvement of cooperation in the field of promotion	Bulukumba Regency Tourism Area	Provincial Tourism Office, Regency Tourism Office, Bulukumba Transportation, Communication and Information Service, tourism associations/institutions	Provincial Budget District Budget Private
Improving the quality of accommodation facilities and travel agents.	Improvement of travel agency services	Bulukumba Regency Tourism Area	Bulukumba District Tourism Office, tourism associations/institutions	Provincial Budget District Budget Private
Government and private cooperation within the framework of improving tourism infrastructure based on marine, natural, cultural/historical and artificial tourism segmentation.	Comprehensive improvement and management of infrastructure	Bulukumba Regency Tourism Area	Provincial Tourism Office, Regency Tourism Office, Public Works and Spatial Planning Office	Provincial Budget District Budget
Cooperation between the government and the private sector in supporting the tourism industry with the aim of increasing the number of local workers.	Entrepreneurship Development in Tourism	Bulukumba Regency Tourism Area	Office of Cooperatives, SMEs, Trade, Industry, Tamben, Tourism Industry Entrepreneurs	District Budget Private
Development of public facilities to support tourism through government and community commitment in developing regional tourism potential.	Provision of development land for tourism support facilities	Bulukumba Regency Tourism Area	Bappeda, District Tourism Office	District Budget
Development of tourism facilities and infrastructure within the framework of supporting the development of the SEZ in the tourism sector.	Development of tourism facilities and infrastructure	Bulukumba Regency Tourism Area	Ministry of Tourism , Provincial Tourism Office, District Tourism Office, Investors	State Budget, Provincial Budget, District Budget, Private

Segmentation in sustainable development planning, there are several development zones which in the future will be carried out more optimally^[42]. The government will work on various plans in stages in various tourist destination locations, especially in places that have the potential to be developed to support sustainable tourism in rural areas. Considering that budget resources for implementation are still very limited. The following plans have been prepared and will be implemented, namely: 1) children's playground, is a park specially reserved for children's play areas. Several rides such as swings, seesaws, tunnels and several rides for public facilities as a place for children to interact with the natural surroundings; 2) grown camping area, namely a place specifically provided for the younger generation, as well as families who are interested in carrying out camping activities; 3) pedestrian paths, tourists can carry out walking activities while enjoying the natural scenery; 4) parking area, is a place where vehicles stop short or long term, according to the driver's needs. As one of the elements of transportation infrastructure that is inseparable from the transportation network system, utilizing integrated parking areas in tourist areas so as not to disturb the circulation system in tourist areas^[43]; 5) the view tower is a place to enjoy the natural beauty of the mountains and visitors can take a break to enjoy the natural panorama more clearly; 6) visitor center, is a place for tourists to get complete and comprehensive information about tourist objects. This information center is also equipped with a clear path to reach the tourist attraction. Tourist information centers can also be used as meeting places between tourists, and as distribution points and starting points for travel; 7) agrotourism in the area is carried out with the concept of self service. This means that every visitor who comes to this tourist attraction can carry out the activity of picking the available fruit themselves and processing them for several commodities that need to be processed; 8) tourism village is an area provided for visitors who want to interact directly with local residents. The development of tourist villages also provides opportunities for visitors to observe local community activities, or enjoy food while resting; 9) traditional accommodation with ethnic nuances, developed integrated into the landscape with a design that blends into the residents' village. The development of this area carries natural and socio-cultural themes, and can help the local community's economy without engineering aspects; 10) road network construction is carried out with the aim of developing regional accessibility and mobility to improve the tourist movement system to tourist attractions. The shopping center area, is a tourist facility as a shopping center area in an area, adapted to the needs of tourists both quantitatively and qualitatively, as well as maintaining the quality of service which is reflected in the satisfaction of visiting tourists.

6. Conclusion

The regional government has carried out its role as: 1) Regulator, in this case making regional regulations which are used as a reference in various tourism development efforts in tourist village areas by referring to the provisions of Article 14 and Article 22 concerning tourism. Bulukumba Regency has established guidelines for organizing Tourism Villages, namely Regional Regulation Number 2 of 2022, and continues to carry out monitoring and evaluation at tourist locations; 2) dynamist, by preparing a strategic plan for sustainable tourism village development. Improving and managing tourist destinations to increase the competitiveness of tourism in rural areas. Organizing various activities, events and participating in exhibitions at local, regional and national levels. Improving the quality and quantity of tourism events, as well as increasing the capacity of tourism resources in order to preserve nature and culture as tourism potential in rural areas; and 3) Facilitator, by adding various tourism supporting infrastructure and facilities in tourist villages. The government has also facilitated the realization of "Sapta Pesona" as a "conscious tourism" concept, related to the support and role of the community. The development of all rural potential through tourism management has been carried out to improve the welfare of rural communities, but it has not been optimal due to budget limitations.

Author contributions

Conceptualization, ACN and TK; methodology, ACN; software, HA; validation, ACN, RN and HA; formal analysis, RN; investigation, CAN and RN; resources, ACN; data curation, RN; writing—original draft preparation, ACN and TK; writing—review and editing, ACN, TK and RN; visualization, HA; supervision, TK; project administration, RN; funding acquisition, ACN and TK. All authors have read and agreed to the published version of the manuscript.

Conflict of interest

The authors declare no conflict of interest.

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