

Analysis of Sustainable Cultural Tourism Development in Mamasa Regency: Promotion Strategy and Distinctiveness

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Abstract

Research Aims: The development of sustainable cultural tourism is influenced by several factors, namely the promotion strategy and the distinctiveness of a tourist destination. This research aims to identify and test aspects of promotion strategy and distinctiveness in the analysis of sustainable cultural tourism development in Mamasa Regency through aspects of promotion strategy and distinctiveness.

Design/methodology/approach: This research tends to have a qualitative approach and uses an in-depth interview method with an interview guide. This research utilizes Nvivo 14 as the software employed for data analysis, validity testing, and drawing research conclusions. Additionally, to measure validity in this study, triangulation techniques were used.

Research Findings: The results of this research show that the development of sustainable cultural tourism in Mamasa Regency requires a careful approach to promoting and utilizing cultural uniqueness. With an effective and sustainable promotional strategy, and using cultural uniqueness as the main attraction, Mamasa Regency can position itself as a superior and attractive cultural tourism destination.

Theoretical Contribution/Originality: This research seeks to identify what is needed for planning in organizing and managing the tourism sector to provide maximum contribution to the Mamasa region. Therefore, two aspects are examined: promotion strategies and distinctiveness in the development of cultural tourism.

Keywords: Promotion strategy; Distinctiveness; Sustainable Cultural Tourism, Local Culture, Tourism Development.

1. INTRODUCTION

The tourism sector is an alternative source of income for regional income and state foreign exchange. Apart from having the distinction of adding regional value, tourism is also considered an efficient step to reduce poverty in several traditional communities. Tourism provides employment opportunities that are different from traditional livelihoods. Tourism can also be used as a means to buy and sell local products. Developing the tourism potential of a destination is not solely the task of local governments, especially the Tourism Office, but is a collaboration and role of various community groups who are members of the

tourism pentahelix. Tourism Penta helix is those who fall into the stakeholder category with five groups of community members, namely academics, entrepreneurs (business), government, society, and media, abbreviated as ABGCM. Each stakeholder has a different role in developing tourist destinations, one of which is the role of higher education academics in the tourism sector. Organizing sustainable tourism has a positive impact, namely protecting the environment, that tourism will benefit residents and help maintain nature conservation. The principle of sustainability refers to the environmental, economic, and socio-cultural aspects of tourism development, and an appropriate balance must be established between these three dimensions to ensure its long-term sustainability.

Mamasa Regency, which is located in West Sulawesi Province, also has its unique tourism and culture. This uniqueness is a tourism attraction in the form of natural tourism, such as waterfalls, forests, and hills. Artificial tourism, such as water parks and monuments. Cultural tourism, such as traditional tongkonan houses and inscriptions. Mamasa Regency is one of the small cities in West Sulawesi province with beautiful and exotic natural panoramas, cool air, flora and fauna, local arts and culture, ancient relics, and artificial tourism which is a very interesting tourism potential. It cannot be denied that the existence of tourist attractions is the main capital in spurring future tourism growth

In its development, Mamasa Regency tourism is also faced with demand for quality tourism products as a result of increasing tourist knowledge and experience, as well as competition with other tourist destinations. The ability to take advantage of existing opportunities is a challenge for all parties, both government, private sector, and society. Mamasa Regency has the potential for tourist attractions, both natural, cultural, and culinary, which are numerous and widespread, but this potential has not been fully exploited so tourism cannot be enjoyed equally by the people of Mamasa Regency.

Table 1. Number of Cultural Tourism Objects in West Sulawesi

Regency	Number of
Mamuju	1
Majene	4
Polewali Mandar	2
Mamasa	35
Pasangakayu	2
Mamuju Tengah	8

Source: West Sulawesi Provincial Tourism Office, 2023

Mamasa Regency, which is located in West Sulawesi Province, also has the highest number of cultural tourism compared to other districts. There are unique tourism and cultural features, such as traditional tongkonan houses and inscriptions. The Mamasa Regency Tourism Office is the implementing element of the Regional Government in the field of culture and tourism and has the task of carrying out the household affairs of the Regional Government in the field of tourism. The Tourism Department's task is to try to increase tourist attractions which is expected to increase the number of tourist visits, so that the Tourism Department can contribute to Regional Original Income according to the target. This

is related to the number of tourist visits, both domestic and foreign tourists visiting Mamasa Regency.

The current tourism development of Mamasa Regency is still far from expected. Existing tourism potentials have not been developed and managed well due to limited existing facilities and infrastructure, an institutional system that can manage tourism has not yet been formed, tourism human resource capabilities are still limited and tourism marketing has not utilized the available market niche well.

Based on West Sulawesi data in 2024 figures, it can be seen that there is instability in the number of tourists visiting Mamasa Regency from 2021-2023. In 2019 the number of tourists was 10,288 people, then in 2020 there were 6,617 tourist visitors, in the following year, namely 2021, there were 56,862 tourist visitors, followed by 57,015 in 2022, and in 2023 there were 70,766 tourist visitors in Mamasa Regency. It can be concluded that the number of tourists has not increased significantly and even tends to experience ups and downs (fluctuations). Until now, the number of tourist visits to Mamasa Regency has not been evenly distributed across all existing tourist attractions. This is because other cultural tourism objects in Mamasa are not yet known, whereas the one that has been designated as the leading tourism destination in West Sulawesi Province is Mamasa Regency itself. Therefore, this research aims to find out how to develop sustainable cultural tourism in terms of promotional strategy and distinctiveness aspects.

Literature Review

Tourism development concept

Tourism development is an effort to develop or advance tourist attractions so that they are better and more attractive in terms of places and objects to attract tourists to visit them. Tourism development is needed so that more tourists come to a tourist area, stay longer, and spend more money at the tourist attractions they visit it can increase foreign exchange for the country for foreign tourists, and increase local income for local tourists. Apart from that, it also aims to introduce and maintain culture in the tourism area. So, the advantages and benefits can also be felt by residents in particular (Nyoman, 2018).

Tourism is a human activity carried out consciously which is served alternately among people within a country itself or abroad, including the temporary accommodation of people from other areas to seek satisfaction that is diverse and different from what they experience. Where he got a permanent job. For a tourist attraction to be attractive for tourists to visit, it must meet the requirements for regional development (Sedarmayanti, 2012).

The government has formulated the goals and directions for tourism development into the vision and mission of national tourism development, which are contained in RIPPARNAS article 2 PP no. 50 of 2011. In the review of national tourism development, the vision and mission of national tourism development are "To realize Indonesia as a world-class tourism destination country, competitive, sustainable, capable of encouraging regional development and people's welfare". The implementation of regional autonomy as regulated in the Law of the Republic of Indonesia Number

23 of 2014 in principle provides freedom to regions to regulate and manage community interests according to their initiative following community aspirations and the objective

conditions of the region. Regional autonomy will be able to increase the alignment of development towards the community, improve the quality of services to the community, increase community participation in development, and encourage the democratization process in the region in a more developed direction.

Strategy Concept

Etymologically, strategy is a derivative of the Greek word, strategies, which was translated as "military commander" in the days of Athenian democracy. The term strategy is used in the military world to mean how to use all military power to win a war. In terminology, strategy is achieving goals effectively and efficiently. Strategy is a tool for achieving company goals concerning long-term goals, as well as resource allocation priorities. (Chandler, 2013), while according to Quinn (2019), strategy is a form or plan that integrates the main goals, policies, and series of actions in an organization into a unified whole.

Previous research

Idastin, et al (2020) conducted research entitled Tourism Promotion Strategy at the Mamasa Regency Tourism Office. The results of his research show that the seven main strategies carried out by the Mamasa Regency Tourism Office have been implemented, but all of them have not run optimally so the desired results have not been achieved according to the target. This is caused by inhibiting factors, namely inadequate facilities, and infrastructure; human resources are still lacking; lack of regulations and a strong legal basis to regulate Mamasa tourism; and forms of management overlap between government, foundations or families, and the private sector.

Sambolangi (2018) conducted research entitled Analysis of Tourism Development Strategies in Mamasa Regency. The results of his research show that the strategy used by the tourism department according to Mintzberg's approach is Strategy as a Plan by looking at the Tourism Department consciously preparing Programs, Policies, and Goals. The strategies implemented are tourism product development strategies, promotion and marketing strategies, facilities and infrastructure development strategies, and the inhibiting factors are weak human resources and the available budget is not sufficient.

Beatrix, et al (2018) with the title Partnership Patterns between Government, private, and Community in Realizing Mamasa as a Tourism Destination in West Sulawesi. The results of the research show that the Regional Government's efforts to develop tourism in Mamasa Regency are seen through the development of tourist attractions, accessibility, and amenities. It can be said that these efforts have not been fully carried out optimally because there are still several weaknesses that occur in their implementation. This is caused by budget limitations, inadequate infrastructure, and the lack of regulations governing the implementation of tourism in the Mamasa Regency. Second, the Partnership Pattern between the Regional Government, Private Sector, and Community in realizing Mamasa Regency as a Tourism Destination in West Sulawesi has not gone well.

Yanuar (2012) with the title Analysis of the Distribution, Potential and Development of Natural Tourism Objects in Kebumen Regency. The results of the research are that natural tourism objects in Kebumen Regency are spread across three landforms, namely solutional landforms with a clustered distribution pattern, marine landforms with a nearly uniform distribution pattern, and structural landforms with a nearly random distribution pattern. Most of the natural tourist attractions in Kebumen Regency have moderate potential. Development efforts that can be made for sustainable tourism development are by making solutional landform areas into eco-karst tourism areas, marine landform areas into marine tourism areas, and structural landform areas into tourism and conservation Areas, and fluvial landform areas developed into tourist villages.

Hugo Itamar (2017) Conducted research entitled Tourism Development Strategy for Tanah Toraja District. The results of the research are: This research describes the tourism development strategies planned and carried out by the culture and tourism service, namely basic strategies that are multi-plier effect, strategies related to managing tourism interfaces, product linkage and development strategies, marketing consolidation strategies, resource development strategies humans, spatial tourism development strategies, tourism development strategies in the distribution sector. Of these 7 strategies have been implemented in 2011-2016. However, some strategies have not worked optimally so the desired results have not been achieved properly. Then nature, culture, society, tourist attractions, and tourism market promotion support Tana Toraja tourism. Road access, facilities, human resources, regulations, legal basis, and management of tourist attractions are factors that hinder the implementation of tourism development strategies in Tana Toraja Regency.

Method

This research aims to provide an overview of the development of sustainable cultural tourism which is measured in terms of promotional strategies and distinctiveness. This research tends towards a qualitative approach. A qualitative approach can explore and provide understanding regarding individual or group behavior that originates from a social event. Research data comes from observations, interviews, and documentation studies. Determining key informants in this research used a purposive sampling approach consisting of the Mamasa Regency Tourism Office, West Sulawesi Province, Cultural Tourism Managers, and the surrounding community. This research uses Nvivo 14 as the software used in conducting data analysis, validity testing, and drawing research conclusions. Utilizing Nvivo 14 can minimize the problems of subjectivity (researcher-biased), validity, and reactivity in research. The interpretation of research results was carried out using the stages of data reduction, data display, and conclusion (Miles and Huberman in Sugiono,

Verification of descriptive data provides answers to the problems faced by explaining the hypothesis and examining in more depth the relationship between variables through hypothesis testing based on primary data from the Tourism Office in Mamasa Regency which is the object of this research.

The research was carried out in Mamasa Regency, consisting of 5 informants, 1 Head of the Tourism Service, 1 cultural tourism manager, and 3 local communities. The interview process was carried out separately based on the place and day the informants could meet. The following is a table of interview results that can be processed using Nvivo data analysis.

The data analysis technique in this research uses the Nvivo analysis tool (Non-Numerical Unstructured Data Indexing Searching and Theorizing software). Nvivo is software that can help researchers categorize data in qualitative research. The results of this research are as follows:



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cultural festivals featuring traditional dance, music, and traditional clothing. These festivals are often held to celebrate important events in the community or to honor gods and ancestors. Mamasa is also known for its various traditional art forms, such as traditional dances and traditional music. These dances often have ritual significance and tell regional folk stories. Besides that, traditional music uses musical instruments such as drums and gongs.

Mamasa Regency is also rich in economic products in the form of handicrafts typical of Mamasa Regency, Such as weaving and plaiting. This is an important part of the cultural heritage that is maintained to this day. Traditional woven cloth is often used in traditional ceremonies and is a symbol of social status. Symbols in culture contain values as a manifestation of the expression of human actions. This is the main attraction in developing the tourism sector. A visit to Mamasa Regency provides an opportunity to experience and understand the rich culture that has been preserved by the local community. Visiting this area can be a very rewarding experience for those interested in Indonesian culture and traditions.

The form of cultural tourism ownership in Mamasa Regency still has independent status, where it is managed individually by the community without involving other parties including the government. Promotion is a factor that can be a determining factor in determining a consumer's decision to get the product/service. In implementing promotional strategies, cultural tourism owners generally use social media as online promotion using word-of-mouth strategies. Promotion via social media in the form of Instagram, Facebook, and TikTok shows good results in increasing engagement and audience reach. Hashtag campaigns such as #WisataMamasa and #BudayaMamasa helps expand the reach of promotions. Apart from that, content uploaded on social media, including short videos and interesting photos, actually gets a positive response from users and increases interest in visiting. Their reviews and stories of experiences attract the attention of a wider audience improve the image of the destination and become one aspect of developing sustainable tourism, especially cultural tourism in Mamasa Regency.

Mamasa Regency is famous for its uniqueness (Distinctiveness), not a few people think that its uniqueness is the same as that of Toraja Regency. Uniqueness has several

things that differentiate it which can be considered to be the main selling point to attract tourists. Like local wisdom in Mamasa Regency, it can be an alternative tourist attraction. Based on the RIPDA of West Sulawesi Province, Mamasa Regency is a Tourist Destination Area (DTW) with the potential to be one of the oldest Toraja ethnic centers which still maintains the authenticity of Toraja culture and its location is in Balla Tumuka Village, Balla District. Mamasa Regency has unique (distinctiveness) traditional houses, namely that they have horse and buffalo heads in their barns. Horseheads were once a means of transportation used by the grandparents of Mamasa residents, while buffalo is one of the strong animals in the Mamasa Regency. Apart from that, there is another uniqueness, baby graves in Toraja Regency are kept in trees but in Mamasa Regency they are kept behind the barn, the reason is that when they die, these babies are considered a blessing (holy) and their spirits can assist the community when working in the fields so that the harvest is considered to be successful.

The development of sustainable cultural tourism in Mamasa Regency requires a careful approach to promoting and utilizing cultural uniqueness. With an effective and sustainable promotional strategy, and by utilizing cultural uniqueness as the main attraction, Mamasa Regency can position itself as a superior and attractive cultural tourism destination. Increasing the number of visiting tourists can encourage economic growth in the surrounding community. This approach will not only increase the number of tourist visits but also contribute to the preservation of local culture and increase the welfare of local communities.

Strategies Related to Tourism Interest Management Strategies that are expected to be able to develop aspects related to the development of the tourism industry include: Straightening out positive tourism-oriented efforts that have been carried out previously, both by the government, private sector, and individuals, Developed following the specifications and character of the region and environment in marketing strategies through targeted, integrated and controlled planning, Development of tourism market reach in planning should be designed based on management and regional bureaus in relation to tourism interest in each sub-district so that it is targeted, The role and involvement of the private sector in sustainably organizing tourism is highly expected, Relationships work with

travel agencies must be further improved, especially on a local, national and international scale.

Conclusion

Promotional strategies for tourism development planned by the Mamasa Regency Tourism Service are being implemented, but some are running optimally, and some are not running optimally so the desired results have not been achieved because they are influenced by many things. The factors that influence the development of tourism in Mamasa are supporting factors in the form of nature and culture that support the naturalness of tourist attractions; community conditions and participation will be high in tourism awareness; the condition of the tourist attraction has selling value; Mamasa's tourism promotion and market has spread overseas. Meanwhile, the inhibiting factors are road access and infrastructure; resources; lack of regulations and a strong legal basis to regulate Mamasa tourism; and overlapping forms of management between the government, foundations/families, and the private sector.

The Mamasa district tourism office should analyze more deeply in preparing the strategy so that it is Implemented well; tourism managers should be trained and pay attention to the quality of their human resources; Facilities and infrastructure need special attention and development so that access and needs of visiting tourists are of higher quality; the natural and cultural conditions, as well as the conscious tourism spirit of the Mamasa community, must be maintained and preserved so that Mamasa tourism remains memorable; tourist attraction and selling value of tourist objects must be maintained; and the Regional Government of Mamasa Regency should increase cooperation with investors, sponsors, carry out promotions to various parties both through print and online media to attract tourist visits and make regional regulations that specifically regulate the implementation and management of tourism in Mamasa so that Mamasa tourism can be organized and protected because it has a legal basis.

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