ABSTRACT

DEVELOPMENT OF LEMBANNA TOURISM VILLAGE AT BONTOBAHARI DISTRICT IN BULUKUMBA REGENCY OF SOUTH SULAWESI PROVINCE

Author : Alvira Ananda Pratiwi
Supervisors : Amir Imbaruddin
Alam Tauhid Syukur

This study discusses the development of Lembanna *Tourism Village located at Bontobahari District, Bulukumba Regency of South* Sulawesi *Province. This study aims to analyze the development of the tourism village by using CIPP model, which includes four main elements, namely Context, Input, Process, and Product.*

This study applied a qualitative research method with a descriptive approach through field observations, in-depth interviews, and documentation. The research informants included the Tourism Office of Bulukumba *Regency, the Government of* Lembanna *Village, Tourism Awareness Group (*Kelompok Sadar Wisata *or* Pokdarwis*), Village-Owned Enterprise, Small and Medium Enterprises, homestay, local people, and the tourists that involved in obtaining diverse perspectives. The collected data were analyzed through three stages, including data reduction, data presentation, and conclusion drawing.*

The result shows that in terms of context, Lembanna *Tourism Village has the potential for nature tourism (beach, cliff, prehistoric cave) and maritime culture; however, these potentials are hampered by infrastructure, facilities, and a lack of promotion. In terms of input, the supports are from the government, Tourism Awareness Group (*Pokdarwis*), Village-owned Enterprise (*BUMDes*), and the people, although the capacity of human resources and the utilization of basic facilities are still not optimal. The aspect of process includes people training, homestay management, development of the creative economy, and cultural and environmental preservation, although the coordination and promotion are still weak. In terms of the product aspect, there is an increase in the number of tourists visiting. However, although tourist visits show an upward trend, the rate of increase is still relatively small and not yet proportional to the tourism potential of the village. This study emphasizes that the development of* Lembanna *Tourism Village still needs improvements in infrastructure, human resources capacity, and promotion strengthening so that this tourism village can be developed into a sustainable flagship destination in* Bulukumba *Regency.*

Keywords: Tourism Village Development, CIPP Model, Human Resources Capacity

Translated by:
The AgencyES
Language Institute
File No.: 729-S2-225053