

## The Impact of Tourism Development on the Socio-Economic Conditions of the Jikumerasa Village Community, Buru Regency

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### ABSTRACT

*Tourism development, when unplanned, it can exert a range of socio-economic impacts, primarily stemming from the divergence in cultural perspectives between tourists and local residents. This research delves into the consequences of tourism development on the socio-economic fabric of the Baikolet beach community and strives to identify the key drivers behind these impacts. This research employed descriptive qualitative method, it employed purposive sampling to select informants, and gathered data through a combination of observation, interviews, and documentation. Data analysis encompassed data reduction, presentation, verification, and the formulation of data-driven conclusions. This research reveals that tourism development carries both positive and negative repercussions for the community. On the positive side, it contributes to increased public awareness, fosters social interaction, generates employment opportunities, and augments community income. However, there are also negative outcomes, such as social transformations that influence and erode local culture, as well as environmental pollution. These impacts are attributed to several factors, including the community's aspiration to enhance their economic well-being, the resultant social and cultural shifts, and the level of awareness among both tourists and local residents.*

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### 1. Introduction

Buru Regency, situated in a region abundant with natural resources, boasts considerable potential for both natural and cultural tourism. The effective management of these assets holds the promise of boosting the regional economy. The area sustains various economic sectors, including agriculture, fisheries, and eucalyptus oil production. Moreover, tourism plays a vital role in this region (Sam et al., 2019; Wabula et al., 2019). Both the local government and the community display a deep commitment to preserving the region's coastal beauty. Consequently, numerous tourist attractions receive continuous development and renovation efforts, with Baikolet beach tourism serving as a prime example.

Tourism development, when carefully planned and executed, can bring about a host of benefits for a community, spanning economic, social, and cultural realms (Rusyidi & Fedryansah, 2018; Diwangkara et al., 2020). However, haphazard development can lead to adverse social and economic consequences, often driven by cultural disparities between visitors and local residents. The tourism sector contributes significantly to the national economy, offering financial gains to regions that recognize their tourism potential. Local governments, in turn, collect revenue through various means, including fees (Nugroho, 2022; Rusdi et al., 2021; Nuraini et al., 2019).

Notably, the entrance ticket tax at tourist sites plays a pivotal role in generating regional income. Tourism development exerts direct and indirect impacts on society. Positive effects are discernible on a macroeconomic scale, evident in the creation of businesses, job opportunities, tax revenue growth, and increased investments in the tourism industry (Hannan & Rahmawati, 2020; Kurniawan et al., 2021). Conversely, there are negative repercussions such as

shifts in societal norms, cultural dilution, the promotion of consumptive lifestyles, and environmental degradation. Baikolet beach tourism stands as a prominent attraction on Buru Island, drawing visitors from diverse regions, particularly during holidays. Ongoing development efforts aim to enhance the visitor experience through the creation of improved tourist facilities (Wisata 2018; Sugiyarto & Amaruli 2018; Yatmaja, 2019). This development also significantly affects the socio-economic landscape of the community, originally dominated by fishing.

However, the evolution of Baikolet beach tourism has spurred the emergence of various tourism-related businesses. This transformation showcases the positive potential of tourism development when aligned with its intended purpose. In contrast, deviating from this purpose can have detrimental effects on the socio-economic vitality of the community. This study aims to investigate the impact of tourism development on the socio-economic conditions of the community in Jikumerasa Village, Buru Regency. Additionally, the research seeks to identify the underlying factors responsible for these impacts. Furthermore, it intends to uncover and elucidate the positive aspects inherent in the tourism development process, particularly regarding its influence on the community's socio-economic well-being.

## **2. Method**

This research is qualitative descriptive method, it provides a clear and systematic description of the object under study. The purpose of this research is based on describing descriptively the impact of tourism development on the socio-economic conditions of the community at the Baikolet beach resort, Buru Regency. This is the focus of the study in this research.

Informants were determined by purposive sampling where the researcher made a deliberate selection based on predetermined criteria and was determined based on the research objectives. Informants were selected based on the condition that the informants were those who did, experienced, knew and understood exactly the problem under study. Informant criteria, among others; 1) People whose profession is small entrepreneurs/traders; 2) People whose profession is fishermen as well as service providers; 3) Village Head; 4) Community and customary leaders.

The data collection technique in this research was the first stage of observation. The data obtained through observation included the impact of tourism development on the socio-economic conditions of the Jikumerasa Village community. Both interviews, the data obtained through the interview process is information about the impact of tourism development on the socio-economic conditions of the people at the Baikolet beach location. In this process, the researcher explained the aims and objectives of the research conducted to the informants separately from one another, build a friendly atmosphere with the informants, ask questions based on the focus of the research. Interview techniques will be assisted by recording and note-taking techniques to obtain primary data from informants and supported by secondary data obtained from observations, field notes, review of library materials in the form of books, journals, articles, print or internet media reports, as well as photographs photos relevant to research studies. The third is documentation, the data obtained through this documentation is data on research sites such as population, area size, environmental conditions, as well as data on the impact of tourism development on the socio-economic conditions of the community.

Meanwhile, data analysis was carried out in stages, namely; First, data reduction, researchers manage the data to get clarity on the problem, both data obtained in the field and available from the library. Data is collected and then it was selected based on the research focus. Second, the presentation of data. Data that has been obtained by researchers related to the problem will be selected between those that are relevant and those that are not, then grouped and given problem boundaries. Third, verification is drawing conclusions after presenting the data. This verification is possible to be carried out during the research. Since the beginning of the research, the researcher had tried to find meaning from the data collected.

## **3. Result and Discussion**

### **3.1. Impact of Tourism Development**

Tourism development is a form of tourism object management that aims to provide benefits for the preservation and utilization of tourism potential, especially around the Baikolet beach (Arifin et al., 2023; Asy'ari et al., 2021; Rusdi, 2023). The tourism development that has been carried out in Jikumerasa Village has had many direct impacts on the surrounding community, both in the form of positive and negative impacts. Some of the positive and negative impacts caused are the result of the tourism development process that continues to be carried out around the Baikolet beach.

a. Positive impact

Tourism development has a positive impact on the people's economy, one of which is increasing per capita income and improving people's living standards, as well as providing a lot of income in the form of levies to local governments. The levy is reused in building facilities and infrastructure at tourist objects. Some of the positive impacts that have arisen on the socio-economic conditions of the community, that are; 1) education, there are still many public education in tourist attractions around Baikolek beach that don't really prioritize education, even though education is one of the basic human needs. This is evidenced by the level of education attained by several informants from the local community, where the average is still at the junior high school level (SMP), because there is no will and economic limitations. However, when compared to today, there has been an increase in the level of education, in line with the development of tourist attractions and an increase in the amount of income. Since the respondents already cared about the children's education level and were motivated by the visitors as well as the latest information they received regarding scholarships at the junior high school, high school level up to scholarships at the tertiary level.

2) Social interaction, it is social relations that involve the relationship between individuals and groups, groups and groups, as well as relationships between individuals and groups. This relationship will continue if there is interaction between individuals and others, where communication occurs which develops into mutual need between visitors and visitors, traders and visitors, as well as between visitors and service providers, for example; information services, boat rental services, rest area rental services, and parking services. With the process of mutual need, so that social interaction continues to increase around tourist attractions.

3) Create job opportunities and increase income. Employment opportunity is a condition that reflect the number of workers absorbed in tourism activities. Residents around the tourist area are mostly men who work as fishermen and women as housewives. However, after the development of tourism and an increase in visitors on holidays, some housewives who previously had no income have now opened small businesses and husbands who work as fishermen are starting to switch to service providers, for example; toilet and bathroom rental services, parking services, boat rental services, rest area/gazebo rental services and beach equipment rental services. This is done with the aim of increasing income and making a profit by taking advantage of business / business opportunities that exist around tourist attractions.

b. Negative Impact

Negative impacts stemming from the development of tourism around Baikolek beach primarily include social change and environmental pollution. Tourism development instigates social changes within the local community by influencing people's behavior through an imitation process characterized by the adoption of foreign cultural elements. The relationship between the community and tourists visiting the attractions is reciprocal, leading to mutual influences among individuals and consequently, societal transformations. Visitors, particularly young people and teenagers, bring various novel elements such as hairstyles, clothing, language, and technology, which are then internalized by the local community and integrated into their daily lives.

Concurrently, environmental pollution adversely affects the comfort of the area. Cleanliness in the vicinity of tourist sites is of utmost importance, as poorly maintained conditions disrupt the overall comfort. Despite the provision of trash bins at multiple locations by the management, there are still visitors who, regrettably, do not prioritize the cleanliness of the surrounding environment, resulting in littering issues.

### **3.2. Factors Emerging Impact of Tourism Development**

The allure of Baikolek beach, characterized by its white sands, pristine lakes, and crystal-clear waters, serves as the primary draw for an increasing number of visitors. This surge in visitor numbers not only motivates but also obliges both the government and the local community to persist in their efforts to organize and promote tourism development. The strategic location of the beach, situated alongside the provincial road, and the breathtaking coastal panorama further solidify its status as a prime tourist attraction in Buru Regency.

Several factors underlie the impact of tourism development around Baikolek beach. Firstly, it acts as an economic catalyst, fostering local prosperity. The continuous development of Baikolek beach tourism opens doors to new job opportunities, fostering the emergence of small businesses and the provision of various services, all to cater to the needs of visitors. Consequently, the local community witnesses a steady increase in income through these enterprises.

Secondly, tourism development sparks social and cultural changes. As the number of visitors to Baikolek beach steadily grows each year, tourists hailing from various regions in Indonesia interact with the local community. This

ongoing interaction, particularly between individuals with diverse cultural backgrounds, influences the traditions and customs of the community. Some local traditions undergo alterations, which can yield both positive and negative impacts on the cultural fabric of the community living around the tourist attraction.

Thirdly, it enhances individual awareness. Visitors to the beach often leave with a heightened awareness of the importance of preserving nature and its surroundings. Positive tourism experiences can instill a sense of responsibility and support for conservation efforts. Notably, the impact of tourism development is not inherently beneficial or detrimental; it hinges on the effective management, planning, and the active engagement of the local community and other stakeholders. By fostering wise management practices and inclusive planning, the positive impacts of Baikole beach tourism can be maximized while mitigating its negative consequences in Jikumerasa Village.

#### 4. Conclusion

In the development of tourism carried out on the Baikole beach, it has had a lot of impact on the socio-economic conditions of the local community. On the positive impact, namely; (1) increasing understanding, information related to education and attracting the public to send their children to tertiary education, (2) building and increasing social interaction through communication between visitors and service providers or the local community, because there is a process of mutual need. (3) Opening employment opportunities and increasing the amount of income. While the negative impact, namely; there are social changes that change and erode the culture of the local community, as well as environmental pollution by visitors due to littering around the beach.

Baikole beach tourism has a lot of potential which is the main attraction for continuous development, for example; white sand, lake, clear beach water, and strategic location. As well as several factors that support the emergence of the impact of tourism development, namely; (1) to improve the local community's economy. Because with the development being carried out, the number of visitors will also increase and the community will be more creative in creating types of businesses and services at tourist sites, (2) social and cultural changes. The meetings and interaction processes that took place, as well as each having a different cultural background, led to an imitation process carried out by the local community. (3) Individual awareness. Travel experiences can increase individual awareness regarding the importance of protecting nature and its surroundings, through tourism experiences that have positive value, furthermore to raise awareness in each visitor as well as in the surrounding community.

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