

Punagaang Beach: Managing Sustainable Nature-Based Tourism

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Abstract

Kepulauan Selayar Regency has more sea area than land area. Therefore, the regency has great marine (sea and beach) potential that can be utilized, managed, and developed for sustainable tourism activities. This study aimed to provide some recommendations for managing sustainable tourism activities at Punagaang Beach. For this purpose, surveys and direct observations were conducted. The results were used to determine and describe some variables that may support the sustainability of tourism activities at Punagaang Beach. Results of the study show that there are three potential threats to the sustainable tourism carried out at Punagaang Beach. The first threat is the sediment formed during annual floods in the beach estuary. The sediment has covered some of the coral reefs in the area. The second threat comes from the activities of fishermen working in the beach area. The third threat comes from the activities of the visitors. Based on the findings of the study, it is recommended that the Government of Patilereng Village or the Government of Kepulauan Selayar Regency issue a Village Regulation or a Regional Regulation that can be used as a reference and guidance for managing Punagaang Beach sustainably.

Keywords: *Punagaang Beach, Kepulauan Selayar, recommendations, threats, policies.*

INTRODUCTION

The report *The Tourism Towards 2030* provides UNWTO's long-term forecast and assessment of tourism development in two decades from 2010 to 2030. The report updates a quantitative projection for international tourism demands during the period, which is accompanied by an analysis of the social, political, economic, environmental, and technological factors that shaped tourism in the past and that will influence it in the future (Tourism & Unwto, 2016). Sustainable practices flourished and spread across the globe during the 20th century to support the preservation of the natural environment, which is a collective asset that cannot be reproduced (Marinello et al., 2023).

Sustainable tourism is tourism that can maximize its positive impacts and minimize its negative impacts on the surrounding environment. Tourism development should be based on sustainability principles, which means that it supports ecology in the long term, is economically feasible, and is ethically and socially fair to society. Nature tourism has become one of the tourism choices and offers the beauty of nature and the environment as its main attraction. Nature tourism covers such activities as having a beach picnic and doing beach sports.

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Sustainable tourism has become a trend and a must in the tourism industry (Hasyim et al., 2019)s. There are three important aspects of sustainable tourism, namely the local community's economy, the community's social life, and the environment in which a tourism destination is situated. These aspects are important not only today but also in the future. The tourism industry should financially benefit not only tourism actors or investors but also the local community. The industry should also maintain the biodiversity in tourism destinations and preserve the local community's cultural values (Di, 2020).

So that tourism activities can be carried out dynamically and sustainably, there should be a standard for managing them. Nature tourism potentials are spread across many regions in Indonesia. Kepulauan Selayar Regency is one of the regions with beautiful beaches that can be utilized for nature tourism, offering such recreational activities as snorkeling and trekking.

Kepulauan Selayar Regency is one of the tourism destinations in Sulawesi Selatan Province. The regency offers marine nature as its main attraction. Its total area is 10,503.69 km², with its land area being 1,357.03 km² and its sea area being 9,146.66 km². The length of its coastline is 670 km (The Culture and Tourism Office of Kabupaten Kepulauan Selayar, 2017). Because it has more sea area than land area, the regency has many beach tourism destinations that have great potentials to be managed and developed in the future. Today, some beaches and islands in the regency have been developed to be diving or snorkeling tourism destinations. Domestic and foreign tourists have started to visit them. One of such destinations is Punagaang Beach, which is situated on the eastern coast of Selayar Island. Its main attractions are beach panorama, a waterfall, and forests. In the area, the visitors can go trekking, hiking and/or hunting.

The Government and community of Patilereng Village, where Punagaang Beach is situated, have actively developed the beach to be a nature tourism destination based on the Decree of the Regent of Kepulauan Selayar Regency Number 128/ 111/ Year 2018 concerning the designation of tourism village areas and the Decree of the Government of Kepulauan Selayar Regency Number 227/ IV/ Year 2023 concerning the Designation of the Villages in Kepulauan Selayar Regency That Will be Developed to be Community-Based Sustainable Tourism Villages. Punagaang Beach is a beach-based tourism destination that has been managed by Patilereng Village through its Village-Owned Enterprise (BUMDES) since the issuance of the Regulation of the Head of Patilereng Village Number 16.a Year 2020. The destination offers the following attractions:

- 1) natural beauty of a beach (beach and bay panoramas);
- 2) water-based tourism (swimming, snorkeling, boating, and beach recreation); and
- 3) mountain, cape, forest, and waterfall panoramas.

This study was aimed at providing policy recommendations for managing tourism activities at Punagaang Beach sustainably. The recommendations are concerned with infrastructure provision, human resources of the management, accessibility, the local community's socio-economy, the involvement of relevant institutions and communities, and supporting tourism attractions. The study analyzed potential threats to the sustainable tourism at Punagaang Beach.

RESEARCH METHODS

This study employed a literature study, surveys, direct observations in the field, interviews, and data recording (Hasyim, et al., 2023; Akhmar et al., 2023). The study descriptively analyzed data and information on the potentials of Punagaang Beach's nature, the local community's socio-economic conditions, the management's potentials, the infrastructure's condition, the accessibility, the management's human resources, the

involvement of relevant institutions and communities, the supporting tourism attractions, and the potential threats to the sustainability of tourism activities at Punagaang Beach.

DISCUSSION

Tourism Attractions at Punagaang Beach

A beach is an interesting tourism destination with its natural beauty, supporting climate, and landscape, as well as the culture and traditions of the local community (Prabprirree et al., 2017). Beach tourism should be managed properly so that the visitors can optimally enjoy their stay and the negative impacts of tourism activities on the environment can be minimized (Botero et al., 2018).

In general, beaches are classified into tourism or natural beaches, although natural beaches are visited by several kinds of visitors, including researcher-tourists. However, there is another beach category, which has added to the general typology, i.e. “popular beaches”. A popular beach is usually visited for recreational activities by the people of a town or village in which the beach is situated (Botero et al., 2018).

Being looked at a glance, popular beaches are similar to other beaches. A lot of people also sunbath and swim on the beaches, but a further study shows that the visitors’ motivations and activities vary, which implies the need of a specific management strategy (Botero et al., 2018). In connection with the relationship between tourism and environmental protection, current studies have focused on marine and coastal management (Roblek et al., 2021). The development of a tourism destination will motivate and encourage people to visit the destination. The development requires strategies that may advance and improve the tourism conditions of the destination so that it can attract a lot of visitors and benefit them and the local community.

Punagaang Beach is quite far from the local community’s settlement. Due to this, the visitors have privacy and their activities do not disturb the villagers. However, the villagers are directly involved in facilitating the needs of the visitors. The attractions that are enjoyed by the visitors are beach, mountain, bay, and forest panoramas and they can go swimming and snorkeling.

This study will benefit the tourism management at Punagaang Beach by providing some recommendations for maintaining the sustainability of tourism activities in the area. To maintain the sustainability, nature in the area will always be relied as the main attraction. Punagaang Beach is situated in Patilereng Village, Bontosikuyu Sub-district, Kepulauan Selayar Regency, Sulawesi Selatan Province, Indonesia.



Figure 1: Punagaang Beach

Source: Primary Data _research documentation



Figure 2: Map of Punagaang Beach (Location of the research)

Source: Spatial Plan of the Area of Kepulauan Selayar Regency, Google Earth Pro.

Punagaang Beach is situated in the eastern coast of Selayar island at $6^{\circ}13'15,13''$ SL and $120^{\circ} 31'35,39''$ EL. The white-sand and coral-fragment beach is situated in a bay and most of it is used for tourism activities. The length of the beach is 216 m and its slope is 42° . Tourists sunbath on the beach, snorkel, and/or swim on the sea along the beach. From the beach, tourists can enjoy bay and mountain panoramas. Patilereng Village's owned enterprise, BUMDES (Village-Owned Enterprise), has constructed various facilities that support tourism activities. Some of the facilities are a cafeteria, toilets, a small mosque, a clean water facility, gazebos, accommodation rooms, a parking area, and a woodern pier. The enterprise also provides some equipment for water-based recreation, including snorkeling.

Main Tourism Attractions of Punagaang Beach

Tourism attractions are anything that has uniqueness, beauty, and some values. They can be in the form of natural wealth, culture, or human-made products that become tourism destinations (Kementerian Hukum dan HAM RI, 2009).



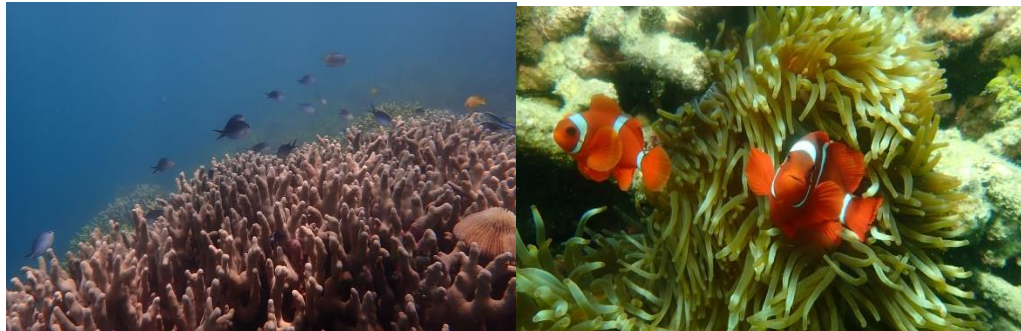


Figure 3: Beach Panorama and Underwater Scenery at Punagaang Beach

Source: Primary Data _research documentation

Punagaang Beach has underwater attractions in the form of coral reefs and marine biota, which can be seen from the water surface while snorkeling at the depth of 3-9 meters. Because the beach is situated in a bay, the water current is quite weak, which makes underwater tourism activities safe to do. Schools of fish are often seen during snorkeling. There are several types of coral fish in the area. Tourists snorkeling or swimming on the water along the beach have almost never found any dangerous sea biota. Considering the potentials of the beach's nature, the main attractions of Punagaang Beach are:

- beach and bay panoramas,
- the water with the beauty of sea biota and coral reefs utilized for snorkeling and swimming activities, and
- sunrise.

The safest time to visit the beach is the period from October to April every year. During the period, the water is relatively calm because the bay and the beach are protected from the wind coming from the west by the island and mountain vegetation.

Supporting Tourism Attractions

Attractions shaped by temperature changes, nature variation, and nature scenery, as well as various recreational elements related to these resources constitute an important factor in nature tourism. Tourists are interested in visiting a destination because of the attractions it offers (Yasa & Irwansyah, n.d. 2023a).

Developing and advancing the tourism industry requires a commitment from the management of tourism destinations to integratedly carrying out such activities as providing and promoting interesting attractions or tourism objects, facilitating smooth transportation, facilitating immigration and bureaucracy needs, providing capable guides, offering goods and services, and providing services with an excellent quality and a reasonable price. Various unique choices that a tourism object offers will be a key reason for people to visit it (Ahmad & Radji, 2022).

Besides enjoying the beach panorama, the tourists at Punagaang Beach can do some other activities, such as watching a waterfall panorama and hiking, trekking, and hunting in the forest. These additional tourism activities will lengthen the tourists' stay, which in turn will provide new experiences to them and economically benefit the local community and the management of the destination.

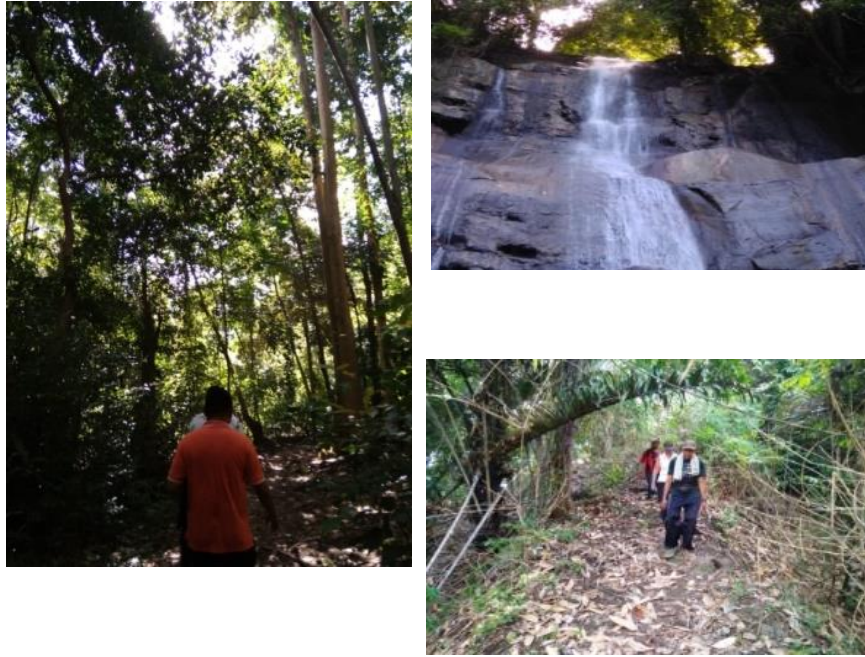


Figure 4: Supporting tourism attractions – hiking, trekking, and watching the waterfall panorama

Source: Primary Data_research documentation

The Management of Sustainable Tourism Activities at Punagaang Beach

Sustainable tourism has been developing rapidly. This has been accompanied by increases in accommodation capacity flows, local populations, and the burden on the environment resulting from some activities including tourism. Tourism development and new investments in the tourism sector must avoid negative impacts on the environment. They should contribute to environmental protection. All this can be achieved by maximizing the positive impacts and minimizing the negative impacts (Arida, n.d.).

Management can be described as a process, rule, and behavior that arrange how power is positioned and executed, especially those that are in connection with the principles of openness, participation, accountability, effectiveness, and coherence. The establishment of governance should focus on the internal and external stakeholders. The government is one of the actors in the administration of governance. Governance is a way the society rules themselves in making and carrying out decisions by considering mutual understanding, agreement, and action (Kusumoarto & Gunawan, 2022).

Holistically, sustainable tourism is concerned with environmental preservation and an understanding of the history, heritage, and culture of human beings (Taylor, n.d.). Today sustainable tourism is often seen as a normative orientation that seeks to redirect the society's system and behavior to a wide and integrated path leading to sustainable development (Bramwell et al., 2017).

Sustainable development requires that the community's needs are fulfilled by strengthening their production potential and that equal opportunities among people are guaranteed. How can all this be achieved? The Government certainly needs a realistic policy strategy that can be implemented with a proper control system. It is recommended that only natural resources that are replacable be exploited, so that the ecosystems can be maintained (Arida, n.d.).

The development of sustainable tourism requires participation of all relevant stakeholders and strong political supports to ensure broad participation and consensus development. Achieving sustainable tourism is a continuous process and requires continuous impact

monitoring by implementing preventive steps and necessary improvements (Eddyono & Sahid, 2021).

Some variables used in determining the sustainability of tourism management at Punagaang Beach are infrastructure provision, accessibility, human resources readiness of the management, the local community's socio-economic conditions, the involvement of relevant institutions and communities, the supporting tourism attractions, and the potential threats.

Infrastructure Provision

The public governance of tourism infrastructure is mostly influenced by the importance of tourism in economic development as a whole and the characteristics of tourism products (Mandić et al., 2018). Tourism facilities and infrastructure have to be provided by the management of tourism destinations to fulfill the visitors' needs. In tourism destinations, the visitors not only enjoy the beauty of nature or the uniqueness of a tourism object, but also need facilities and infrastructure such as accommodation (cleaning, health, security, and communication facilities; entertainment areas; hotels; restaurants; and souvenir shops) and transportation. Tourism in Indonesia is multisectoral in nature and cross-regional. Therefore, the Government encourages the development of tourism facilities and infrastructure and creative economy, which will boost investment flows and regional development (R & Gurning, 2018).

A tourism destination may have accommodation and/or restaurants/cafeterias that provide various amenities contributing to the visitors' comfort and convenience. Visitors at a tourism destination also need other facilities, such as a public toilet, a rest area, a health clinic, a parking lot, and a prayer room. The provision of such facilities should consider the situation and condition of the destination and the visitors' needs. Not all facilities have to be placed near one another and in the central part of the destination area. Nature and heritage tourism destinations should be far from commercial facilities like hotels, restaurants, and rest areas (Kusumoarto & Gunawan, 2022). Beach tourism has to be managed properly so that visitors can enjoy their stay and negative impacts on the environment can be minimized (Botero et al., 2018).

At Punagaang Beach, some facilities have been built. They are gazebos, a small mosque, toilets, cafeterias, accommodation, a parking lot, a clean water facility, and a water-based tourism facility. Some of them are in a good condition, but the others need repairs. The management of the beach is currently trying to add some facilities, including rooms for recreational activities in some areas of the beach. The provision of facilities and infrastructure in a tourism destination is a must in order to fulfill the needs of the visitors and ensure their comfort.



Source 5: Tourism Infrastructure at Punagaang Beach

Source: Primary Data_research documentation

Accessibility

In making a travel decision, some tourists tend to compare tourism destinations based on their accessibility (Tóth & Dávid, 2010). Accessibility is one of the important factors in developing tourism, which is aimed at, among others, boosting innovations and inspiring recommendations for overcoming obstacles and socio-economic exclusion (Gillovic & McIntosh, 2020).

A tourism destination requires good accessibility. Road networks are crucial in making public services run smoothly. Unlike the situation a decade ago, today Punagaang Beach is easy to access. The Government of Sulawesi Selatan Province has done some works to connect tourist routes that have previously been difficult to access.

Good accessibility has influenced the rate of tourist visits and contributed to smooth travel trips between tourism destinations. It takes only 25 minutes to get to Punagaang Beach from Aroeppala Selayar Airport, which is the gate for tourists to enter Selayar Island. To get to Punagaang Beach, tourists can take one of available several types of land transport, such as tourism buses and small vehicles.

Readiness of the Human Resources of the Management of Tourism at Punagaang Beach

Human resources are the most crucial factor in an organization in achieving organizational goals. Due to their key position in a business, human resources have to be used properly and efficiently so that they can be effective. Human resources will influence tourism competitiveness. Some training and educational programs should be carried out to produce skilled human resources in the tourism industry (Yasa & Irwansyah, 2023b).

The competencies of human resources become the main factor in carrying out the duties and functions of tourism destination governance. Competencies are knowledge, skills, attitudes, and values that a person has or upholds. Human resources who have adequate skills and competencies will contribute to the success in the implementation of programs that have been planned. Competencies can be seen as what should be known or done to

carry out a job properly (Tóth & Dávid, 2010).

There are limitations in the management of tourism at Punagaang Beach, especially in the provision of services to the visitors. Some of the limitations are:

- the communication used when providing tourism services still needs to be improved;
- there has not yet been any employee trained to carry out tourist guiding for general activities and specific activities, which include snorkeling;
- there has not yet been a SOP (standard operating procedure) - as guidance for the management of tourism services - for the provision of services at the accommodation and cafeteria;
- limited foreign language skills of the human resources especially those providing services to foreign visitors.

One of the solutions to overcome the above limitations is providing the human resources managing Punagaang Beach with knowledge and skills through appropriate education and training programs, so that the services they provide may give added values to the sustainability of tourism management at the destination.

The Local Community's Socio-Economic Conditions

Both hosts and guests gain economic benefits from tourism activities. Therefore, developing countries are concentrated on improving the economy through tourism (Sawant, 2017). In general, the domains of quality of life that are impacted positively by tourism are economy, employment, community pride, cultural exchange, and the provision of facilities. Meanwhile, the domains that are impacted negatively are health, safety, the quality of physical environment, living costs, accessibility to public facilities, and social environment. Efforts to minimize the negative impacts of tourism activities need to be carried out to increase the community's support for tourism development (Made et al., 2021).

Before Punagaang Beach started to be managed as a tourism destination, most of the people of Patilereng Village worked in the agricultural sector as a farmer or planter. Social life in the village is still very good, which can be seen from a number of activities carried out by the villagers such as 'gotong royong' (doing things together mutually), community service done on some certain days, and routine meetings.

The local community's social life, culture, and economy have been positively impacted by the development of Punagaang Beach as a tourism destination. Most of the villagers now have opportunities to run a business in the tourism sector. Some of the positive impacts are:

- the opening of new employment and businesses that support tourism activities, such as snorkeling guide, homestay business, tourism transportation, and souvenir home industry, for the people of Patilereng Village;
- increasing the local community's income through various businesses in the provision of services to the visitors, such as food and beverage and water transportation (canoes/kayaks, motorboats, etc.); and
- The preservation of the local culture and arts.

The Involvement of Relevant Institutions and Communities

Tourism cannot be planned, developed, and managed separately from the local community and its economy, and from the environment where tourism activities are carried out. Therefore, in developing and managing tourism activities, tourism stakeholders need to cooperate with other stakeholders such as relevant state ministries, regional governments, and private and non-private organizations that have special

mandates in, for examples, environmental protection, infrastructure development, and social welfare. Tourism stakeholders also need to cooperate with institutions that provide information and specific indicators, such as tour operators and transportation companies that take tourists to tourism destinations and some places nearby that may be part of tourism experience (Eddyono & Sahid, 2021).

The multistakeholder management of a tourism destination is based on the stakeholders' principles. The management is implemented by involving all the stakeholders concerned with the destinations' management system. This integrated destination management connects all the participating stakeholders with the management of quality tourism demands through the 'power' of their influences and interests, and through their direct and indirect participations. The need for the involvement of relevant stakeholders in producing tourism offerings results from the diversification and fragmentation of tourism offerings, each of which results from more complex tourism demands. The multistakeholder concept is assumed to be successful when the expert representatives of all the influential stakeholders participate. The fundamental functions of the concept are connecting and coordinating the various interests of the stakeholders of a tourism destination in order to make high quality products, create an image of the destination that can be recognized, achieve excellence and long-term competitiveness of the destination, and achieve sustainability in the destination's management (Krce Miočić et al., 2016). A tourism destination is operated as an organization that has responsibilities like the ones owned by a company (Siregar & Siregar, 2022). Some popular beaches are managed by different institutions uncoordinatedly and most of them lack of funds and technical teams. To compensate for this, the role of the civil society, represented by Non-Governmental Organizations, scholars, and local community groups, is required for defending the protection of natural and cultural values upheld by the local community (Botero et al., 2018). The local community's participation in tourism management boosts changes and functions as a development catalyst (Rasoolimanesh & Jaafar, 2016).

Today Punagaang Beach is managed by Village-Owned Enterprise (BUMDES) of Patilereng Village. Meanwhile, 'Pokdarwis' (Tourism Awareness Group), which has been founded in the village since the beach started to be developed and managed as a tourism destination, has helped pioneer the development and management of the destination and provides services to the visitors doing their tourism activities. Several community groups and private institutions have also provided some help. Some of them are Sileya Dive Klub (a diving club), which has helped spread information on Punagaang Beach as a tourism destination; the village's 'Karang Taruna' (Youth Social Organization); the village's diving operator, which has helped sell tourism products/packages; and the Government through the Tourism and Culture Office of Kepulauan Selayar Regency, which has helped develop the destination.

Supporting Tourism Attractions

The tourism sector is one of the sectors boosting the economy because in each tourism activity, there is an economic activity. The Government has developed and utilized various national tourism potentials, increasing the number of foreign tourist visits, the length of their stay, and their total expenditure during their trips in Indonesia (Pirvu, 2021). Supporting tourism attractions are required in a destination to complement the visitors' tourism experience.

Punagaang Beach offers not only beach and water recreational activities, which are its main attractions, but also other attractions, including trekking to a waterfall, which is not far from the beach, and enjoying its beauty. The visitors can use water from the waterfall for rinsing after doing swimming or snorkeling activities. Other supporting attractions are hiking, trekking, and hunting in the forest near the beach, and art performance prepared together by the local community and the beach's management. These activities may contribute to the visitors' longer stay at the destination and strengthen its image (see

Hasyim et al., 2020). Economically they have a multiplier effect on the management of the destination and the local community because if the visitors stay longer in the destination, they will spend more money for doing tourism activities.

Potential Threats

In order that tourism activities at Punagaang Beach can be managed sustainably, some matters need to be considered. Ecologically, a coastal area that is developed to be a marine tourism destination is vulnerable to coastal disasters, such as floods, beach erosion, hurricanes, tsunami waves, and some other disasters resulting from climate change (Rif'an, 2018). Water-based tourism activities such as diving, snorkeling, and swimming pose threats to coral reef ecosystems. The activities reduce live coral cover, resulting in a decline in its function (Tegar & Gurning, 2018).

Some factors of the threats to Punagaang Beach as a tourism destination are as follows:

- Nature

A river that flows into an estuary in the area of Punagaang Beach causes sedimentation during annual floods. The sediment has covered some parts of the coral reefs in the area, inhibiting their growth and tarnishing their beauty.

- Human activities

Some of the threats to Punagaang Beach come from human activities, including swimming and snorkeling activities done by the visitors. As the tide recedes, some visitors step on the coral reefs accidentally or on purpose, causing some damage. The damage has tarnished their beauty and made the underwater tourism attractions become less interesting. Some of the threats to the destination come from human activities that cannot be controlled and monitored by the beach's management, including the activities carried out by the local fishermen (natural divers) at night. The fishermen catch fish near and inside the beach area. The practice has tarnished the underwater beauty in the destination, which is one of its main underwater attractions.



Figure 6: The condition of Punagaang Beach when the tide is at its lowest

Source: Primary Data _research documentation



Figure 7: The estuary at Punagaang Beach

Source: Primary Data _research documentation

Recommendations for the Sustainability of Tourism Management of Punagaang Beach

At first, much of the concept of sustainable tourism was developed by bioconservation scholars, who were concerned that the rapid development of nature tourism in 1980s would negatively impact the sustainability of biodiversity if not accompanied by coordinated preservation efforts. Some scholars view that multisectoral tourism is a forum providing great opportunities to bring preservation efforts to the global level. Meanwhile, most of the bioconservation scholars argue that a community-based approach is one of the solutions for reducing the degradation of natural resources, leading to sustainability. The approach provides a lot of tourism opportunities, triggering the creation of new businesses and job opportunities for the community, and at the same time supports the preservation of natural resources (Eddyono & Sahid, 2021).

Activities with sustainable growth are crucial for boosting development. Many countries has implemented efforts to develop tourism, one of such activities, according to principles of sustainable development at all levels. This is due to the fact that, besides having positive economic impacts, tourism also has negative impacts to some extent in some destinations, such as environmental, social, and cultural degradation. Considering all this, sustainability is a key factor in tourism development (Krcce Miočić et al., 2016). In many tourism destinations, a tourist-control system is employed. The system, which controls such things as the spatial and temporal distribution of visitors in certain areas (often called “visitor flows”), has contributed to the mitigation of damage in the destinations. The management of each tourism destination should formulate an effective strategy to overcome problems related to tourists’ mobility in and around the destination (Ozturen et al., 2021).

Due to the existence of potential threats coming from nature and human activities to the sustainability of tourism activities at Punagaang beach, the local community, the Government of Patilereng Village, and the Government of Kepulauan Selayar Regency need to formulate policies and issue regulations that have to be obeyed and used as guidance by the local community, the management of Punagaang Beach, and the visitors.

Considering all this, the following recommendations are provided:

- There should be a Village Regulation (issued by the Government of Patilereng Village) or a Regional Regulation (issued by the Government of Kepulauan Selayar Regency) that limits the activities of the local community and fishermen in the area of Punagaang beach.
- There should be a regulation issued by the management of Punagaang Beach that limits the activities of the visitors at certain times, including the time when the tide is at its lowest, so that they will not have a direct contact with the coral reefs in the area, preventing the beauty of the coral reefs from being tarnished.

- The local community and other stakeholders should be involved as tourism actors, so that they may contribute to improving the economy, help provide tourism education, and share the responsibility of maintaining sustainable tourism at Punagaang Beach.
- There should be a rehabilitation of coral reefs in the area impacted by the sediment formed at the beach estuary during annual floods.

CONCLUSION

We have discussed several factors that influence the sustainability of the management of tourism activities at Punagaang Beach, namely infrastructure provision, the management's human resources, accessibility, the local community's socio-economy, the involvement of relevant institutions and communities, and potential threats coming from nature and human activities. Results and findings of the study show that there are some potential threats to the sustainability of tourism activities at Punagaang Beach. Therefore, there should be policy recommendations for the management of tourism at the destination. It is recommended that the Government of Patilereng Village or the Government of Kepulauan Selayar Regency issue a Village Regulation or a Regional Regulation respectively that (i) limits the activities of the local community and the visitors in the area of Punagaang Beach and (ii) encourages efforts to preserve coral reefs in the area impacted by the sediment coming from the beach estuary. Such a regulation must be used as guidance for managing tourism activities at Punagaang Beach sustainably.

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