

Article

# Collaborative Governance in Tourism Development in Sinjai Regency

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**Abstract:** This study examines the implementation of collaborative governance in tourism development within Sinjai Regency, Indonesia. The research investigates how various stakeholders, including government entities, private sector businesses, and local communities, interact and cooperate to enhance tourism offerings while ensuring sustainable development. Utilizing a mixed-methods approach, the study analyzes the effectiveness of public-private partnerships (PPPs), community engagement strategies, and the application of the Pentahelix model (ABCGM) in tourism planning and management. Findings reveal that while Sinjai Regency has established a robust policy framework, including a Master Plan for Tourism Development (2018-2033), challenges persist in stakeholder coordination, community participation, and balancing economic growth with environmental conservation. The study highlights the positive impact of PPPs on tourism infrastructure and service innovation, yet notes the relatively low contribution of tourism to regional revenue. The research identifies key areas for improvement, including strengthening environmental governance, enhancing community engagement, and implementing more structured PPP agreements. It concludes that adopting a comprehensive collaborative governance approach, particularly through the Pentahelix model, can significantly improve tourism development outcomes in Sinjai Regency. This study contributes to the growing body of knowledge on collaborative governance in regional tourism development and offers practical recommendations for policymakers and tourism stakeholders in similar contexts.

**Keywords:** Collaborative Governance, Tourism Development, Sinjai Regency, Public-Private Partnerships, Community Engagement, Sustainable Tourism

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## 1. Introduction

Tourism is a crucial sector that can make a significant contribution to the economy of a region or country. Well-planned and sustainable tourism development can not only boost regional income but also create job opportunities, preserve culture, and protect the environment.

To support tourism development, synergy among the government, businesses, and the community is essential. Support from all parties is needed to create attractive, safe, and memorable tourist destinations. Effective tourism development is closely linked to good regional planning (Ramadhan, N. W., & Nasikh, N., 2021).

Tourism development in Sinjai Regency has been formalized through Regional Regulation No. 6 of 2013 concerning the Implementation of Tourism Business in Sinjai Regency. This regulation outlines the planning for tourism development in the region. In accordance with existing legal frameworks, the Sinjai Regency Tourism Office has developed a Master Plan for Tourism Development for 2018-2033. To maximize the

interconnections between these development sectors, the Master Plan for Tourism Development (Ripparkab) is one solution that can accommodate these needs and serve as a guideline for implementing tourism development in line with current conditions (Ichsan, 2024a).

Involving various sectors in tourism development is essential because tourism cannot stand alone and intersects with other development sectors, such as electricity networks, road provision, clean water supply, and telecommunications. Collaborative governance is an approach to decision-making and management that involves the participation and cooperation of various stakeholders in addressing an issue (Irawan, D., 2017). In the context of government, collaborative governance emphasizes the importance of cooperation between the government, private sector, non-governmental organizations (NGOs), and civil society to achieve common goals and address complex problems (Valderrama, 2024).

Collaborative governance is not limited to government or public institutions but also includes the private sector and non-profit organizations. In government contexts, governance involves how political decisions are made, implemented, and monitored, as well as how the government interacts with civil society, the private sector, and other actors (Febrian, R. A., 2016). Effective communication between government agencies and other institutions or the government and the community is crucial. The concept of development communication can be viewed broadly and narrowly. Broadly, development communication encompasses the role and functions of communication (as a reciprocal message exchange activity) among all parties involved in development efforts, particularly between the community and the government.

In regional government implementation, especially in development and implementation, the participation or involvement of all parties, both government and community, is needed. Government collaboration between the Regional House of Representatives (DPRD) and regional heads is crucial in tourism development planning because these entities have different but interrelated roles in decision-making and policy implementation. Here are some ways in which local government collaboration can occur in tourism development planning:

- 1) Facilitating Community Participation: The local government can work to facilitate community participation in tourism development planning. This can be done through public meetings, open discussions, or consultations with local stakeholders to gather input and strengthen community support.
- 2) Advocacy to Higher Authorities: The local government can collaborate in advocating to the central government or other relevant parties to support tourism development in the region. This includes submitting project proposals, requesting funding, or advocating for regulatory changes that support tourism development.

In addition to the collaboration between legislative and executive branches, it is also essential for all stakeholders, particularly the community, social institutions, and others, to be involved. Therefore, this research will explore how all stakeholders are involved in tourism development planning in Sinjai Regency, especially the community (Nuh, 2024a).

There is a demand for active participation from all components, known as the pentahelix model of tourism development, which includes Academia, Business (entrepreneurs), Community, Government, and Media (ABCGM), in the tourism development process in Sinjai Regency. This involvement spans from planning and implementation to monitoring and evaluation, ensuring that local potential from natural, socio-cultural, or economic sources is recognized and developed as part of the tourism potential.

The involvement of tourism institutional components in tourism development to enhance the competitiveness of Sinjai Regency tourism has not yet been fully realized. This is due to various factors that have caused each party to operate independently. Strong collaboration between the local government and private sector/community in tourism

development planning is crucial for ensuring the continuity, efficiency, and effectiveness of implemented programs and activities and for meeting community needs and expectations (Reina-Usuga, 2024).

Based on observations made by the researcher, community involvement in tourism development in Sinjai Regency appears to be theoretical only, with a lack of academic involvement in planning or implementation. Given this background, the researcher is conducting a study titled "Collaborative Governance in Tourism Development in Sinjai Regency."

## 2. Research Methods

The type of research used is qualitative research (Heriyanto, H., Oktavianda, M., & Suprihartini, L., 2022). This research examines the phenomenon of government collaboration in the tourism sector in Sinjai Regency. Qualitative research offers flexibility in the use of various data collection techniques, such as in-depth interviews, participant observation, and document analysis. This flexibility allows researchers to tailor their approach to the unique characteristics of local government collaboration in tourism development.

## 3. Results and Discussions

The shift in the paradigm of the governance system in the era of regional autonomy has provided opportunities and space for the Sinjai Regency government to plan and manage regional tourism development as an integral part of national and South Sulawesi tourism development.

The demand for active participation from all components, known as the pentahelix of tourism development, which includes academics, businesses, community, government, and media (ABCGM) (Yoardani, A. M., Heriyanto, H., Qadri, U., Rinaldi, H., Wana, D., Tandra, R., ... & Prestoroika, E., 2021), in the tourism development process in Sinjai Regency—ranging from planning, implementation, monitoring, and evaluation—is essential. This ensures that local potential, whether derived from natural, socio-cultural, or economic sources, is highlighted as part of the developed tourism potential.

Stakeholder involvement can support the acceleration of development. The government collaborates with the private sector to develop tourism infrastructure such as hotels, resorts, and recreational facilities, or invests jointly in the promotion and marketing of tourist destinations (Eprilianto, 2024). Synchronization of development sectors is fundamental for achieving integrated tourism development at both the national and regional levels. Integrated tourism development is closely related to various sectors and aspects, which are inseparable from regional development planning patterns and systems.

Sinjai Regent (Fahsul Falah S.Sos., M.Si), as conveyed through the regional secretary of Sinjai Regency, A. Jefrianto, S.Sos., M.Si, during the inauguration of Professors and the appointment of the UMSI rector on May 22, 2024, stated:

"As a regional leader, I wish for all universities in Sinjai Regency, especially Muhammadiyah University of Sinjai, to synergize with the regional government to take swift, accurate, and measurable steps, collaborate, maintain integrity, be solution-oriented, and adaptive in realizing the eight priority programs of the government. I also hope that they will continue to contribute through creative and innovative ideas as well as constructive solutions that can drive the development of Sinjai Regency."

The regional government's argument provides an overview that the collaboration between the Sinjai Regency government and academics in tourism development is not yet optimal (Zhang, 2022). Collaboration between the regional government and academics in tourism development in Sinjai Regency can be carried out in several ways:

- a) Research and Studies: Academics can conduct research on tourism potential in the area. This research could include studies on tourist attractions, tourist behavior, the economic impact of tourism, and environmental issues related to tourism. The results

of this research can serve as a basis for the local government to plan and develop effective tourism strategies.

- b) Curriculum and Training Development: Educational institutions can collaborate with the local government to develop curricula and training programs relevant to the needs of the local tourism industry. This includes training for tour guides, destination managers, and other tourism operators.
- c) Consultation and Mentoring: Academics can provide consultation and mentoring to the local government in drafting policies, plans, and tourism development programs. This could include developing tourism master plans, creating new tourism products, and destination marketing strategies.
- d) Technology and Innovation Development: Collaboration can involve the development and application of new technologies in tourism, such as destination information systems, mobile applications for tourists, and the use of social media for tourism promotion. Academics can assist in researching and developing these technologies and provide training to local government and tourism industry stakeholders.
- e) Community Empowerment: Academics can engage in programs that empower local communities, helping them to develop the skills and knowledge needed to participate in the tourism industry. This includes entrepreneurship training, local product development, and capacity building for managing tourist destinations.
- f) Evaluation and Monitoring: Academics can assist the local government in evaluating and monitoring tourism development in the area. This includes data collection, analysis, and reporting that can be used to assess the success of tourism programs and policies and identify areas for improvement.

Such collaboration requires effective communication, a shared understanding of goals and objectives, and commitment from both parties to work together for sustainable tourism development that benefits the local community. To maximize the interconnection between development sectors, the Master Plan for Tourism Development of Sinjai Regency (Ripparkab) is a key response that can accommodate this constellation and serve as a guideline for tourism development in line with current conditions. The Master Plan for Tourism Development of Sinjai Regency (Ripparkab) is needed to: avoid sectoral, overlapping, or neglected development due to mutual dependencies; prevent unplanned (stop-and-go) tourism development; and minimize potential negative impacts while maximizing positive impacts of tourism (Astawa, 2024). Ripparkab can serve as a reference for all tourism stakeholders and provide clear direction in positioning Sinjai Regency's tourism at the provincial and national levels. It is crucial to synergize positively and avoid conflicts between regions. Additionally, the Ripparkab can offer a clear framework for implementing tourism development on the ground, including mechanisms for collaboration among various parties involved: specifying roles for provincial and regency agencies and sector connections.

The development of Sinjai Regency as a leading tourism destination at the national and South Sulawesi provincial levels is driven by the popularity of its natural and cultural potentials, which are well-known in Indonesia. Therefore, development requires special attention from stakeholders to interact and synergize with one another. In the Road Map and Strategy for National Tourism Destination Development, South Sulawesi Province is positioned as a leading destination outside Java-Bali, and Sinjai Regency is designated as a Regional Tourism Destination (DPD) in the Southern region, contributing to the development of premier destinations in South Sulawesi Province (Ichsan, 2024b).

The involvement of various sectors in tourism development is essential and non-negotiable, given that tourism development cannot stand alone and intersects with other development sectors, such as electricity supply, road provision, clean water supply, and telecommunications infrastructure. In addition to the above considerations, the shift from an economic growth-oriented development paradigm to sustainable development is also

crucial. Sustainable development optimizes the use of natural resources while harmonizing with human resources in development.

Government collaboration in tourism development typically involves several forms of cooperation and initiatives. One common form of collaboration is Public-Private Partnerships (PPP).

#### 1) *Academic Component*

The academic component plays a crucial role in the planning, implementation, and evaluation of tourism development programs (Putra, I., Suardani, M., Winaya, I. N. A. P., Widanta, I. M. R. J., & Ardika, I., 2020). Higher education institutions have a primary responsibility in implementing education and training, research, and community service in the field of tourism, which should be integrated and continuous, assisting other stakeholders (government, community, entrepreneurs) in delivering scientific studies relevant to the development needs of Sinjai Regency.

In addition, the academic component is responsible for creating programs and educational levels relevant to the needs of the community and the business world to promote the availability of professional and competent human resources at both operational and managerial levels, ultimately improving the quality and competitiveness of the tourism industry and destinations in Sinjai Regency. Scientific studies and educational programs for the community, entrepreneurs, and government conducted by the academic component are then communicated to the media so that information dissemination to the public, including tourists, about the availability of resources and tourist attractions in Sinjai Regency can reach a wider audience (Zaenuri, 2023).

Currently, several higher education institutions exist in Sinjai Regency, including Muhammadiyah University of Sinjai, Ahmad Dahlan Islamic University, and Madani Academy of Midwifery (AKBID). However, none of these institutions offer tourism programs or courses. At the secondary education level, there is a Vocational High School (SMK) focused on tourism, which serves as a training ground for human resources in the tourism sector in Sinjai Regency.

In addition to the potential of the academic component in Sinjai Regency, the local government also establishes institutional collaborations with various higher education institutions to support various tourism development programs in Sinjai Regency, such as education and training, research, community service, business certification, and tourism workforce competency certification.

#### 2) *Bureaucratic Component*

The bureaucratic component is a dominant factor in determining the direction of tourism development (Pugra, I. W., Oka, I. M. D., & Suparta, I. K., 2021). Through effective policy formulation and implementation, the direction of tourism development can be realized effectively and efficiently and become a reference for all existing tourism stakeholders in planning and executing activities according to their duties and responsibilities (Lian, 2024).

The role of the bureaucracy in tourism development in Sinjai Regency has not yet been optimal and still relies heavily on the Tourism and Culture Office of Sinjai Regency. Effective tourism development should involve all bureaucratic components according to the authority of each Regional Work Unit (SKPD) in Sinjai Regency, including relationships with provincial and central governments in the implementation of tourism development authority. Several tourism components require coordination and synergy, including:

- a. **Tourism Accessibility** : Coordination is needed for expanding port capacity and facilities, developing shipping routes, improving and developing road and bridge quality, enhancing access to and from destinations and attractions, and developing transportation modes.

- b. Tourist Attractions : Coordination is needed for planning and developing destinations and tourist attractions, managing tourism environments, and preserving historical and cultural heritage.
- c. Tourism Activities: Coordination is needed for providing and developing supporting facilities and infrastructure, involving the community in management and investment, and other related aspects.
- d. Amenities : Coordination and synchronization of programs are needed for providing electricity, clean water, telecommunications facilities, banking facilities, public toilets, piers, healthcare facilities, and others.

Given the importance of coordination and synchronization of programs among government institutions in the development of tourism in Sinjai Regency, a Tourism Development Coordination Agency is needed as a complement to the Tourism Promotion and Development Agency of Sinjai Regency, which has not yet been established. The presence of both agencies is expected to facilitate better coordination and synergy among regional work units, the community, entrepreneurs, and other tourism components (Nuh, 2024b).

### 3) *Community Component*

The community component is both an object and subject of regional tourism development because tourism development is tailored to the availability of potential resources from local culture and is developed based on community needs (Nugraha, A. R., Perbawasari, S., Zubair, F., & Novianti, E., 2019). The impact should provide significant benefits for community welfare, making the direction of tourism development in Sinjai Regency community-based (community-based tourism development).

According to interviews with tourism awareness group informants:

“Forms of community involvement include participating in environmental cleanliness, which is crucial for creating attractive and sustainable destinations. This includes providing campaign media like pamphlets on the importance of cleanliness and its positive impact on tourism and public health, and engaging in waste management, meaning encouraging tourists/visitors not to litter.”

Generally, community contributions to each destination involve efforts to utilize economic potential from the tourist destination itself, such as providing accommodation for visiting tourists, local culinary businesses (opening eateries or restaurants serving regional food and beverages), crafting (creating and selling handicrafts or local souvenirs), and even developing agro-tourism in mountainous areas.

The expectation is:

“We need to innovate to create activities that empower the local economy. For example, we need to identify tourist icons in the area and manage them to provide economic value to the community. This way, the community will not only feel present but also feel ownership and contribute to tourism. When the community realizes that tourism is not just a recreational place but also creates economic value, they will innovate on their own. The government should encourage the community to understand and develop tourism potential because, despite its complexity, with proper management, we can create significant economic value for the community.” (Interview with Zainuddin, Head of ACI (Aku Cinta Indonesia) Tourism Awareness Group)

The tourism potential in Sinjai Regency is significant due to its diverse tourist attractions, both coastal and mountainous. However, commitment from various parties, especially the government, to develop and advance tourist destinations is still weak, both in terms of policy and budget. As a result, tourist destinations appear to rise and fall due to the lack of clear focus in their management. Tourism development

needs to be carried out with meticulous planning, including having a complete design and blueprint, and receiving support and attention from the government.

For example, for 38 years, the mangrove forest in Tongke-Tongke only served as an ecological ecosystem without providing economic value to the community. Recently, tourism has begun to provide local revenue, but its management needs to be optimized. For sustainability, good management, supportive regulations, and regular maintenance are needed.

Tourism in Sinjai must be promoted and supported with adequate facilities such as accommodation. Local managers should be equipped with skills such as English proficiency to serve international tourists. The government and community must work together to promote balanced tourism development between economic growth and environmental sustainability.

To ensure sustainability, community involvement in maintaining cleanliness, security, and environmental management is crucial. The government must involve the community in every policy made and provide recognition and support to ensure the community feels ownership and responsibility for tourist destinations.

“My hope is that we can create new innovations that combine cultural and historical values in tourism, providing richer and more meaningful experiences for tourists. This will provide sustainable economic benefits for the local community and strengthen Sinjai’s tourism identity.” (Interview with Zainuddin)

The development of natural and cultural tourism from the perspective of local independence is a manifestation of interconnectivity within the community, carried out independently by the community itself to improve quality while maintaining environmental sustainability and local cultural values. The development of tourism in Sinjai Regency has been focused on developing local potential derived from nature, socio-culture, or economy to contribute to the regional government and improve community welfare.

Currently, tourism development planning uses a community-based approach. In this approach, the local community will build, own, and directly manage tourism facilities and services, so the community is expected to directly benefit economically, improve its welfare, and ultimately reduce urbanization.

Community-based tourism development is still minimal because the community lacks financial resources and quality skills to manage local tourism potential or participate directly in nature and culture-based tourism activities. Therefore, active community participation is needed to be good hosts, provide the best they can, maintain security, tranquility, beauty, and cleanliness of the environment, create memorable experiences for tourists, and support the *Sapta Pesona* program and raise awareness for village tourism development.

The Sinjai Regency government, through the Tourism and Culture Office, has formed various tourism awareness groups and other supporting tourism communities in Sinjai Regency as part of preparing the community to manage and actively participate in tourism development. Government support includes forming organizational structures, training and empowerment, facilitating access and business capital, and facilitating product marketing to support tourism development in Sinjai Regency.

Some areas still need to be encouraged, such as forming creative industry communities based on local potential like Sinjai’s distinctive cuisine, crafts, souvenirs, packaging culinary products, establishing culinary businesses, preserving cultural values through arts and culture studios, and involving the community in managing and promoting tourism potential and attractions in Sinjai Regency. In addition to forming tourism community groups, it is also necessary to establish professional tourism associations according to existing professions in Sinjai Regency, such as the Indonesian Hotel General Manager Association (IHGMA), Hotel Frontliner

Association (HAFLA), Indonesian Housekeeping Association (IHKA), Indonesian Tour Guides Association (HPI), Indonesian Food & Beverage Association (IFBEC), Indonesian Chef Association (ICA), My Trip My Adventure (MTMA), Generation of Indonesian Charm (GENPI), and others. The presence of these professional tourism associations will greatly assist in encouraging and accelerating the improvement of human resources quality in their respective fields. Furthermore, professional associations will help improve the quality of tourism businesses/industries and introduce regional tourism potential nationally.

#### 4) *Business Sector*

The business sector is a crucial component in determining the development of tourism (Helpiastuti, S. B., 2019). The presence of business stakeholders influences tourist interest by providing various accommodation and activity options that can be enjoyed by visitors to Sinjai Regency.

Accommodation businesses provide lodging services, which can be complemented by other tourism-related services. These can include hotels, villas, guesthouses, campgrounds, caravan parks, and other types of accommodation used for tourism purposes. Additionally, local communities also provide dining establishments such as restaurants, which support tourism facilities.

Currently, tourism investments in Sinjai Regency are almost entirely from local entrepreneurs. These investments involve transforming or adding functions to their properties into hotels, restaurants, and other tourism ventures.

Tourism has a complex regulatory mechanism, involving the movement of tourists from their home country to the destination and back, encompassing various aspects such as transportation, accommodation, restaurants, tour guides, and more. Therefore, tourism entrepreneurs play a vital role in tourism development.

In their role, tourism entrepreneurs must apply relevant concepts, regulations, and guidelines to maintain and increase tourist visits, ultimately benefiting the tourism industry and the local community economically. Key players in the tourism industry include travel agencies, hotels, and restaurants. They are supported by ancillary industries and other tourism associations.

The types and number of tourism businesses in Sinjai Regency are still managed conventionally, which affects the competitiveness of destinations. There is a need to stimulate investment interest from tourism entrepreneurs in developing accommodation businesses, such as building star-rated hotels and resorts, restaurants, meeting spaces (MICE), recreational and tourism activities, transportation, and more.

By providing high-quality tourism facilities, interest from tourists will be encouraged, promoting Sinjai Regency as an attractive destination and a haven for visitors. Besides the availability of tourism businesses, the existence of business associations for gathering and solving tourism development issues collectively is essential for supporting the continuity of tourism ventures. Currently, the existing tourism business association in Sinjai Regency is the Indonesian Hotel and Restaurant Association. This association is responsible for developing and maintaining industry standards and services and providing advice on tourism business development policies in Sinjai Regency. Therefore, the role of tourism business associations needs to be continually enhanced, and other tourism associations such as ASITA, PUTRI, and GAHAWISRI should be established in line with the operationalization of tourism businesses in Sinjai Regency. The management of the tourism sector has not been optimally integrated with the management of regional economic facilities such as hotels and restaurants to increase the tourism sector's contribution to local revenue (PAD) and gross regional domestic product (PDRB).



### 5) *Media Sector*

The media sector plays a central and decisive role in promoting and marketing tourism in Sinjai Regency. With the advancement of civilization heavily influenced by the quality of information through various media, both online and offline, the media has the responsibility to educate and provide accurate information to the public, including tourists (Irawan, E., 2023).

According to Asdar Palewai, a journalist, "Personally, I see the tourism development process in Sinjai as suboptimal because as long as it's managed by the government, certain tourist spots cannot reach their full potential. For example, some tourist spots in the private sector are successful, but we know that regional financial capabilities for tourism development are limited. If we rely solely on the regional budget (APBD) for dozens of tourist spots in Sinjai, it won't be effective; it might only result in minor improvements at certain spots."

"The media's involvement in tourism development is limited to promotional aspects. We media professionals are not deeply involved in development because development involves increasing facilities and infrastructure, including specific tourism devices. So, our collaboration with the media is more focused on promotion. If tourism development is involved, it often involves private or banking sectors for development, such as Tongke-Tongke's collaboration with Bank Indonesia for infrastructure development using CSR funds. If Sinjai's tourism is to be developed, the government must consider collaborating with private or third parties because relying only on the APBD for development is challenging. For instance, several tourism spots managed by the local government have even become neglected, like the seven-tier waterfall in Lembang Saugang. The government needs to focus on specific tourist sites and allocate sufficient funds for their development to ensure they are well-managed. Otherwise, the development will remain fragmented and ineffective unless the local government focuses on specific areas for development."

Zaenal Abidin Ridwan also shared his views on tourism development in Sinjai Regency, stating that the local government (PEMDA), particularly the Department of Tourism and Culture, should focus on tourism development. "Sinjai has complete destinations, from highlands, lowlands, mountains, to waters, all with potential tourist attractions. One or two of these potential attractions should be managed by the local government first. Given the limitations of the local government budget, not all tourist spots can be developed simultaneously. The local government should focus on developing one flagship tourist site first with the available budget before moving on to other potential sites. Currently, none of the tourist sites managed by the local government show promising revenue generation. Rarely do we see government-managed tourism sites meeting expectations. This is different when the sites are managed by private entities."

Regarding media involvement in tourism development, there are no formal cooperation agreements such as PKS (Cooperation Agreements) or MOUs specifically for media engagement or creating tourism trends through media. Typically, tourism cooperation is handled through the Communication and Information Technology Office for information dissemination. The media follows the focus of local government agencies (OPD) in reporting. However, the media is always involved in tourism and cultural events organized by the local government or the Department of Tourism and Culture, such as the selection of tourism ambassadors. Media cooperation usually involves coverage through existing media channels. National media collaborations also exist, such as with TVRI, through an annual MOU for tourism news. However, informal cooperation is often based on the relationship between local government leaders and journalists at each tourism event. Two years ago, the Department of Tourism collaborated with Detik.com to provide a special

tourism page. Locally, media like Sinjai Info have special tourism sections for all tourism-related news in Sinjai Regency. This is not a formal partnership but reflects media attention to tourism development in Sinjai Regency.

The discussion above shows that the involvement of institutional components in tourism development to enhance the competitiveness of Sinjai Regency's tourism has not been optimally implemented. This is due to various factors that cumulatively result in each party operating independently.

#### 4. Conclusion

Tourism development in Sinjai Regency requires harmonious collaboration between the government, community, academia, business, and media. Academia plays a role in planning and training to enhance the quality of human resources in tourism, while the bureaucracy must develop effective policies and coordinate cross-sectoral efforts for infrastructure and facility development. The community should be actively involved to ensure that tourism development provides direct and sustainable economic benefits, while businesses are crucial in providing quality accommodation and tourism services. The media has a responsibility for promoting and disseminating accurate information about tourism potential.

Overall, to optimize tourism development in Sinjai, increased synergy among all parties is necessary. The government needs to strengthen coordination and focus funding on priority projects, the community should be encouraged to actively participate and leverage local potential, and both businesses and media should support by improving the quality and visibility of destinations. Implementing a community-based approach and active involvement of all elements will be critical for the success and sustainability of tourism in the region.

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