COLLABORATIVE SCHEMES FOR ANTICIPATING NEGATIVE IMPACTS OF THE TOURISTS' VISIT

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Abstract

The purpose – The aim of this paper is to propose alternative schemes for anticipating possible negative impacts in nature-based tourism attractions. The area used as case study is called 'Rammang-Rammang', Maros regency of Indonesia. A new tourism attraction potentially reduces the quality of the environment and possibly impacts the socio-cultural life of the host people. Thus, it is necessary to investigate such impacts and recommend approaches or strategies that can tackle possible negative consequences of tourism activities.

Design/methodology – This paper is based on a qualitative study conducted in 2015. Qualitative research is relevant in understanding the complexity of social life. Social research entails discovering the meanings that people assign to their reality. It is particularly appropriate in the case of developing destinations in areas not used to tourist visits, yet assumed to be eager to improve their well-being.

Finding – The study reveals that the increasing numbers of visitors potentially degrade the quality of the environment. Although economic benefits are obtained by the host people, collaborative efforts by different stakeholders are required to tackle potential negative consequences.

Originality of the research – Host people should be given knowledge to tackle negative impacts as well as skills for getting involved in tourism. This paper has developed two schemes for collaborative work among different stakeholders. This paper is expected to contribute to ideas and concepts about anticipation and mitigation of future negative impacts of the tourists' visit when developing new nature-based tourism attractions.

Keywords Anticipating impacts, collaborative schemes, Rammang-Rammang, tourism impacts, South Sulawesi

INTRODUCTION

Identifying tourism potential is one of the concerns of the tourism stakeholders (especially the government) in most developing countries including in Indonesia. The interest of tourists to explore the tourism attractions of a destination as well as the economic benefits provided by tourism are the reasons for identifying natural and cultural resources to be utilised as tourism attractions (Ardahaey, 2011; Stoeckl, 2008). In Indonesia, the government plans, organises and implements tourism programs and activities because it wants to reap the economic benefits. The government as the main stakeholder of tourism assumes that the more potential identified and promoted as tourism attractions, the more opportunities for a destination to be visited by tourists and to provide income.

As a result of the identification efforts, new tourism attractions are opened to the public, one of which is 'Rammang-Rammang', a nature-based tourism attraction located in Maros regency, South Sulawesi province, Indonesia, which has been included in media news and discussions. In 2012, a group of people explored the nature of Maros regency. During their exploration, they had to spend the night in a rural area, so they asked to stay in the local residents' traditional house. For the local residents, it was unusual to accept outsiders to stay in their house unless they happened to know each other. After obtaining permission from *kepala dusun* (the local leaders), they decided to accept the explorers to stay in their house. Indeed, there was no other option for the explorers. Hence, they utilised their night to talk with the local residents. Rammang-Rammang was first recognised after the explorers' visit as they advised the local residents that Rammang-Rammang could potentially be developed as a tourism attraction thus, generating alternative income for the community. Rammang-Rammang was then opened as tourism attraction.

The tour operators have also promoted it to international tourists for several reasons. First, it is a new tourism attraction and is not far from Makassar, the capital city of South Sulawesi where tourists first arrive. Compared to Toraja, the tourism icon of South Sulawesi that takes about eight hours driving from Makassar, Rammang-Rammang is only about one and a half hours away. Second, Rammang-Rammang is a nature-based attraction that provides the opportunity for tourists to enjoy a rural site. Third, positive comments by tourists after visiting it seem to be the main reason why tour operators recommend it to domestic and international tourists. As in this example, "Rammang-Rammang has been chosen by people who enjoy beautiful landscape and wish to take photographs with nature as background. For those who love selfies and travelling, visiting Rammang-Rammang is compulsary particularly for the visitors who explore the land of Indonesia" (doctortraveller, 2017).

The opening of Rammang-Rammang as a tourism attraction seems to be considered only for positive economic return. One tour operator commented, "we always see the opportunity. If we can obtain profit, why not, we can make a tour package". There is sometimes a contradictory effort in new tourism sites, between those who think about how to conserve the environment (the conservationist or the environment observer) while others (tour operators) think how to improve business. The tour operator added, "as long as we do not break the law and have accessibility to the tourism site" (interview with Ahmad, member of a tour agency in Makassar city). Negative impacts of the tourists' visit on the environment and the socio-cultural life of the community are rarely paid attention to by the community and tourism operators.

Nature-based tourism is a global industry that potentially has social, economic and environmental consequences at various scales (Almeyda *et al.*, 2010; Buckley, 2003; Rátz, 2000; Schofield, 2011). For this reason, efforts on anticipating the negative impacts of tourism are required to support the sustainable use of nature as tourism attraction. Human activities in the tourism attraction potentially degrade the quality of the environment (Byrnes and Warnken, 2003; Jackson and Morpeth, 2000 Sharpley, 2009) which means unsustainable practices potentially occur there. New tourism attractions tend to be visited by many tourists especially if the tourists obtain a positive experience during the visit and recommend others to visit.

Wider acceptance of sustainable tourism among tourism stakeholders in Indonesia is the main reason for implementing its principles in Rammang-Rammang. Impacts cannot be avoided in tourism activities and hence, it is necessary to plan and manage the tourism resources in order to minimise the negative impacts and maximise the positive return of tourism (Archer *et al.,* 2005). Research on sustainable tourism has been the concern of many authors (D'Hauteserre, 2010; Lim and Cooper, 2009; Soteriou and Coccossis, 2010; Tanguay *et al.,* 2012; Williams *et al*., 2004). A new tourism attraction potentially reduces the quality of the environment and possibly impacts the socio-cultural life of the host people. Thus, it is necessary to investigate such impacts and recommend approaches or strategies that can tackle possible negative consequences of tourism activities.

1. FRAMEWORK OF THE RESEARCH

1.1. Tourism Impacts and the Need for Sustainable Tourism

Millions of people leave their usual place to travel to other destinations as international and domestic tourists (Hall, 2004; Mason, 2003; Page, 2004). Tourists' motivation is to see something different and unique from their usual place (Prentice, 2004). Indeed, travelling demands that tourists spend to pay the services they require. Local people hope that tourists will pay them for those services hosts can provide. Unfortunately, in many cases, tourists have paid tour operators in advance for the services that the tour operators often provide themselves, not involving local people at all. Tourism sometimes generates income for hosts through jobs provided by tourism. In either case, the host people cannot avoid consequences that should be minimised.

Varying degrees of negative impacts occur which require the adoption of different sustainability practices. Many countries in the world (especially developing countries) are unaware of negative effects (Fernandes, 2013; Mason, 2003). They are mostly concerned with positive impacts, since at the country level, there is always some gain. Since tourism brings negative consequences at the grass roots level, efforts on anticipating such impacts are essential to help communities maintain the economic benefits of tourism and to use natural and cultural resources sustainably (Mowforth and Munt, 2016).

Discussion on tourism impacts and the need to implement sustainable tourism are based on the Brundtland Commission report (Altinay and Hussain, 2005; McCool and Moisey, 2008). According to the United Nations (1987), countries in the world are expected to actively formulate integrative approaches or ways to achieve equitable economic growth for the members of the local communities that have become destinations, as well as to reflect on policies and planning for future development. The report's emphasis is on development that provides opportunity for future generations to access the resources as well as the ability of the present generation to obtain benefits. Nevertheless, McCool and Moisey (2008) argue that although sustainable development has been mentioned in the report, specific approaches about how to achieve the goals of sustainability have not been offered.

The reason for developing sustainable tourism is to minimise negative impacts of tourism in particular in the form of environmental degradation, which started in the nineteenth century (Foster, 2002; Mercer, 2004). Sustainable tourism is accepted as a positive concept to tackle such impacts. The management and monitoring of the environment are the concerns of sustainable tourism and thus, sustainable tourism is essential to avoid negative impacts that might result from tourism (Butcher, 2005; Jovicic, 2013; Marschall, 2012; Sausmarez, 2007). Sustainable tourism demands practices that ensure that "the way resources are exploited must minimise entropy and that regulation must be introduced to reduce ecological damage" (D'Hauteserre, 2005: 291).

Tourists visiting a destination enables circulation of money there (Ardahaey, 2011). This is one important positive impact of tourism that is believed to be the driver of tourism as a tool of community development (Freytag and Vietze, 2013). This research attempts to seek elements that can enhance economic benefits of tourism for the local people rather than identifying the amount of money circulating in a destination from tourism activities. Although approaches to estimate the economic impact of tourism (such as indirect effects, multiplier effects, acceleration effects, ancillary spending, etc.) have been discussed (Bowitz and Ibenholt, 2009; Nirwandar, 2010), the research focuses on how sustainable tourism should be implemented in a new tourism destination in the context of economic benefits.

Positive as well as negative environment impacts of tourism may also occur in a destination (Handriana and Ambara, 2016). Wong (2004) argues that environmental impacts of tourism have become the concern of scholars in the last three decades. Hall and Page (2006) indicate that positive aspects may include development and improvement of facilities and infrastructure as well as conservation of natural resources while environmental damage, pollution, cultural and natural destruction, etc. are examples of negative impacts. This research emphasises the identification of activities that may have affected the environment in Rammang-Rammang. The identification is based on the perspective of tourists as well as the local community who are directly involved in tourism.

The research may identify varied levels of impacts so that it will be necessary to tackle such impacts through diverse approaches suggested by this research. Anticipation is necessary since the local community may not realize in time negative impacts. Protection of the environment is essential especially because tourism provides an opportunity for tourists to explore the environment of the host people. Three approaches in nature protection including "nature protection for tourism, nature protection through tourism and nature protection from tourism" (Mirzekhanova, 2015:231) are essential in understanding the link between tourism and nature protection. These approaches require identification of stakeholders which then work together under the concept of collaboration.

1.2. Collaboration Theory and Tourism Development

Collaboration has been accepted as a valid notion in almost all sectors of development (Fyall and Garrod, 2005). Almost all industries require collaboration in terms of the involvement of actors and elements (such as tour operators or travel agents,

accommodation providers, organisers (enterpreneurs) of tourism attractions, government, communities, academics) for the success of industries' activities. Indeed, collaboration for development is believed to be significant to achieve the goals of development. Tourism development solicits multiple economic sectors and hence, collaboration is essential in providing the opportunity for different stakeholders to propose ideas and concepts related to tourism development. According to Timothy (2000), collaboration or collaborative work provides the opportunity for a destination to implement the principles of sustainable tourism.

The growing concern for tourism development by the government of a tourism destination as well as the need to find strategies and approaches for tourism development are the reasons for including collaboration in any tourism development project (Fennel, 2015). Most importantly, collaboration is seen as "not only central to the management of tourism, it is arguably the single most important aspect of management in determining the success or otherwise of tourism marketing strategies" (Fyall and Garrod, 2005: 53). Collaboration is viewed as an approach that can provide the opportunity for community to actively participate in decision making by building partnerships among the different stakeholders (Bramwell and Lane, 2000). Flexibility of collaboration and the involvement of different stakeholders in addressing issues related to community empowerment are the strengths of collaboration (Jamal and Stronza, 2009).

The main objective of collaboration is to involve related and affected people to work together to achieve development goals (Aas *et al.*, 2005). Collaboration is essential because of the need to represent the voice of people who actually expect to obtain benefits from tourism development. Since all members of the local community cannot participate because of limited skills, knowledge and capital, collaboration is essential to encourage these people so they can access economic well-being. Indeed, collaboration links to development planning that then will become a guide for policy implementation (Aas *et al.*, 2005; Dredge and Jenkins, 2007; Lima, 2008; McKercher, 1997).

The term 'collaboration' is sometimes used interchangeably with partnership and coordination (Aas *et al.*, 2005). For the purpose of this research, the terms are considered similar by emphasising the involvement of all stakeholders in making people aware of the importance of tourism for economic development and for the preservation of nature and culture as well as the importance of understanding and implementing ways or approaches to tackle potential negative impacts of tourism. Often, attention on sustainable development issues is only given by those who are concerned with the environment and community development. Stakeholders in a destination may also be required to participate in development planning and implementation of development programs. However, the case where only certain members of the community collaborate indicates that development may also result in unequal benefits and possibly cause damages.

Nature-based tourism has been one of the most global industries in the world (Cloesen, 2003; Tao, 2010). However, the greatest challenge for managing nature-based tourism is the mandate of preserving the environment if nature is utilised as tourism attraction (Arrowsmith, 2003; Pickering and Weaver, 2003; Vespestad and Memetoglu, 2010). The challenges may exist because only certain groups of people are concerned with the

mandate. Efforts to protect the environment become the task of environmentalists while the community continues to pay little attention to preservation issues.

Increased attention on environmental and socio-cultural impacts of tourism (Yunis, 2003) has been the driver of this research. Although issues of collaboration, tourism impacts and sustainable tourism development have enriched the tourism literature, efforts on anticipating negative impacts are still limited. Scholars have researched environmental issues from various perspectives that have not always provided answers for tourism (McCool and Moisey, 2008; Yunis, 2003). This article provides research on new nature-based tourism that incorporates collaboration and sustainable tourism development concepts to remedy this gap (Meyer-Arendt, 2004).

2. RESEARCH METHODOLOGY

The purpose of this research is to identify potential negative impacts of tourist visits in a new tourism attraction and to recommend possible approaches or schemes to tackle them. To achieve this goal, a qualitative approach has been employed. According to Krauss (2005), qualitative research is relevant in understanding the complexity of the meaning of social life. Since this research aims at investigating meaning from individuals and groups of people under the umbrella of tourism, qualitative research is relevant to achieve the research goals. Semi-structured interviews and participant observation were chosen amongst the qualitative methods available. Interviews of international and domestic tourists (16) in 2015 provided data concerning the tourists' perception about the current condition of Rammang-Rammang and what they expect to avoid negative consequences of their visits.

The authors also conducted three in-depth interviews of the host people at Rammang-Rammang. The three host people are characterized as first, an old person who leads and organizes the community to transport tourists. It seemed logical at the time to interview the person who seemed most in charge of tourism development in the community since it was a new activity. It is recognized that the place of an interviewee within the power grid of a community can distort the perspectives of those who have less power. The second interviewee, male, provides boat and transport service for tourists and the third, is a host person who resides in Rammang-Rammang and provides or sells snacks for tourists. Each interview lasted about one hour focusing on how the participant felt about tourism activities at Rammang-Rammang and their impacts.

Participant observation also enriched the researchers' understanding about the current situation at Rammang-Rammang. The focus of the observation was to investigate the physical environment of the research area as well as to observe the visitors' behavior in the research area. Taking notes provided rich information about Rammang-Rammang as a nature-based tourism attraction. Data obtained from interviews and observation were analysed by implementing processes of data analysis proposed by Sarantakos (2013) including data reduction, organisation and interpretation. The three processes enabled the authors to extract meaning from the data.

3. DISCUSSION

3.1. Collaborative Scheme for Optimising Community Participation

Diagram 1 illustrates the condition of Rammang-Rammang from the local residents' perspective as well as the way to explore the area. In order to explore Rammang-Rammang, tourists will first arrive at the quay of Rammang-Rammang, located on the side of the road. Then, the local residents will move the visitors with a traditional boat that can load up to eight people. Exploring the river of Rammang-Rammang by using a traditional boat takes about thirty minutes, which enables visitors to see its nature. At the end of the short boat cruise, the visitors will arrive at the 'center point for visitors at Rammang-Rammang'. Here, tourists will spend their time enjoying the rural scenery of karst hills, fishponds and rice fields. Viewing the natural and cultural landscape becomes the main activity for tourists there. There are also archaeological and prehistoric caves with hand paintings which are proof of prehistoric life in the area.

There is no entrance fee for the exploration of Rammang-Rammang by the visitors. Sight-seeing is the only activity that tourists can engage in at this point. They spend a day there at most. There are no facilities for overnight stays. The only income for the host people is through transporting the visitors by traditionl boat. Income is also obtained from selling snacks and meals for the visitors. Not all members of the community participate in tourism. Economic benefits have been obtained by the host people although collaborative efforts are needed to achieve fairer distribution of economic benefits from tourism.

Diagram 1: **Residents in and the way to explore Rammang-Rammang**
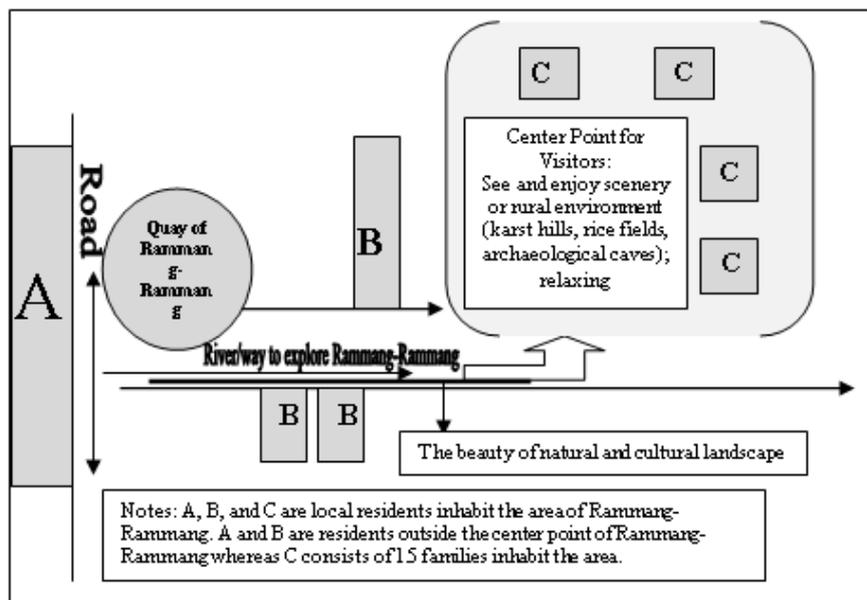
Source : Authors, 2017

The authors have divided the local residents into three groups A, B, and C. A stands for residents who live outside the area of Rammang-Rammang but they still are indigenous people. B is for residents who live in the area of Rammang-Rammang but not in its center point. C is for the fifteen families who reside in the center point of Rammang-Rammang. Indeed, not all the fifteen families get involved in tourism activities, some families focus on farming activities (rice fields). Nevertheless, some have started to prepare snacks which are then sold to visitors. Since tourists arrive at the center point, their interaction is mostly with the local residents at the center point as well as with the local people who bring the tourists on a traditional boat. The traditional boats are actually managed by the local leader whose house is at the center point with the participation of the local residents who have a traditional boat. In other words, in addition to C residents, A and B residents also utilise their boat to bring tourists to explore Rammang-Rammang.

Before the opening of Rammang-Rammang as tourism attraction (see page 1 for detail), the local people utilised their land to maintain their livelihood. Farming was the dominant occupation. Tourists' visits have changed that so they utilise their boats to transport tourists to enjoy the surrounding landscape. Transporting visitors provides an income of about IDR 200,000 (USD 15), which means families can survive for two or three days. However, the economic benefits of tourism seem to be obtained only by the host people who reside in the center point of Rammang-Rammang (residents C). Residents A and B expected to obtain the same financial benefits. In other words, equal benefits and community participation in tourism as mandated by the principles of sustainable tourism have not been achieved because some residents are still struggling to improve their welfare. Indeed, the natural landscape belongs to the whole community of Rammang-Rammang, and thus, it is important to ensure that sustainable tourism principles have been implemented in this destination.

A collaborative scheme is essential to help a community participate in tourism (Getz and Timur, 2005; Park *et al,* 2008; Selin, 2000). Three sorts of training may be useful in encouraging community participation by the host people (Junaid, 2014) (see diagram 2). First, training in creative economic industries is essential because the host people lack knowledge and skills in creative industries. Culinary services or local traditional food is an option that the host people can offer tourists. Souvenir making (or selling souvenirs) is also an opportunity for the host people as most tourists seek mementoes of their visit. Such training should be facilitated by government and non-government organisations that help communities through creative efforts. Collaborative work between government and non-government organisation (NGO) is essential especially because the government is experienced in undertaking community programs (Morrison, 2013) while NGOs as non-profit organisations encourage communities to use their natural and cultural potential to become prosperous.

The target of this training in developing creative businesses should be residents A, B and C. Often, training is established without regular monitoring and control. For this reason, all residents should be provided the opportunity to create businesses in tourism. Providing easy ways for obtaining financial aid for creative industries is essential to really implement the training. Indeed, the Ministry of Tourism has financial support for training and education in tourism. Besides, the role of provincial and regional

governments (through the role of Regional and Local Boards of Tourism) for tourism education and training is essential to achieve the goals of the training.

Diagram 2: **Collaborative scheme for optimising community participation**
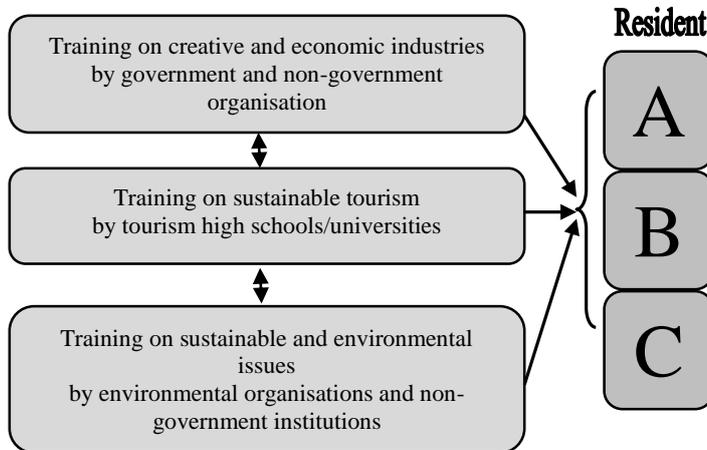
Source : Authors, 2017

The second important form of training for community participation is in sustainable tourism. The low level of formal education in the community is why its members lack understanding about tourism and sustainable principles. Indeed, the local people may have local knowledge (local wisdom) about protecting the environment. Sustainability or sustainable principles are required because local residents should not use tourism as the only source of income. Optimising their land and other potential jobs for income generation should be maintained as tourism needs to be just another alternative (Cole, 2006). In order to optimise tourism for people's economic well-being, they should understand how to sustain all of their resources (Tsaur *et al*, 2006).

Tourism high schools and universities have an important role in making people aware about tourism and sustainable tourism (Junaid, 2015). Rammang-Rammang can be chosen as the model or example for the implementation of sustainable tourism. Based on the authors' observation on the existing condition in South Sulawesi especially in Rammang-Rammang as well as interviews with visitors, a number of efforts can be recommended:

- Encouraging and supporting academics to conduct research on sustainable tourism at Rammang-Rammang from different perspectives.
- Establishing regular visits by tourism students as well as by educational staff to give examples of sustainable tourism to the host people.
- Working with the local community to advise the visitors about sustainable tourism.
- Working with the community on various efforts such as removing the rubbish regularly, providing waste baskets, teaching how to recycle things, etc.

The third approach is training on sustainability and environmental issues. This training should be given by government organisations or institutions on central, regional or local levels. The training is provided not only by the board of tourism but also by other related government institutions. Residents A, B, and C are expected to get involved in programs run by the government.

3.2. Collaborative Scheme for Anticipating Negative Impacts

The increasing numbers of visits to Rammang-Rammang (especially by domestic tourists) in the last three years have encouraged local tour operators to promote it to tourists. High numbers of visits usually occur on Saturdays and Sundays as well as on off days or holidays. Since they opened it to the public, local people as the organisers have not kept a record of the numbers of tourists. However, the authors' observation and interviews with the local people indicate that the more tourists come, the more opportunities there are for local people to serve the visitors.

The authors noted that two groups of people from other provinces of Indonesia (about 70) visited Rammang-Rammang at the same time to explore the small rural area (center point of Rammang-Rammang). At that time the authors spent four hours at Rammang-Rammang while other tourists were still coming from outside of Rammang-Rammang. The local leader who served the authors was still busy receiving calls from customers that planned to visit Rammang-Rammang on the same day and for the next days. Since they are happy to serve the tourists with their traditional boat, there is an expectation that high numbers of tourists will help them improve their income. The moment when the local people give their name card to visitors indicates that they are happy to welcome outsiders to enjoy their natural and cultural landscape.

Positive impacts of the tourists' visits include temporary jobs through the services the local residents provide. However, little attention has been paid to the negative impacts especially on the environment where most tourists go, i.e. the center point of Rammang-Rammang. Hence, this area is most affected by the tourists who bring bottles, plastics, cans and other materials to Rammang-Rammang. As a consequence, rubbish can be seen in different locations.

The environmental impact of the tourists' visit is mostly because the visitors throw their waste irresponsibly. The authors were surprised on the respondents' answer concerning the rubbish in the center point of Rammang-Rammang. According to the local residents, people or drivers using the road throw their rubbish into the river. However, the center point of Rammang-Rammang is thirty minutes by boat from the road; it is just an argument from the local residents not to blame the visitors for the rubbish. We argue that the local residents wish to maintain tourist visits rather than to blame them for the dirty environment. Hence, it is argued that the tourists' irresponsibility is one of the factors for the negative consequences to the environment.

The increasing numbers of tourists can potentially degrade the quality of life of the local residents. For example, if the local residents should fulfill the requests of the tourists during their stay in the center point of Rammang-Rammang such as providing modern amenities, then modern lifestyles might tend to be adopted by the local residents which

would then degrade their traditional lifestyle. Visitors also thought that there should be activities in the center point of Rammang-Rammang intended for the tourists, for example a climbing facility that utilises the hilly area of Rammang-Rammang, facility which would require outside investment. However, Rammang-Rammang offers exotic nature and traditional lifestyle of the local residents. It is important to emphasise that the coming of tourists is to see nature and how the indigenous people deal with their daily traditional activities.

Local residents still maintain their relationships with other local members. In some instances, economic benefits obtained from the tourists' visit provide more opportunity to improve their well-being. However, since the local residents also expect more economic benefits, tourism may affect family relationships. This is particularly reflected in the way tourists or visitors are welcomed in the center point of Rammang-Rammang. The majority of the visitors (especially those who have reserved to stay longer, approximately one day stay) come to the leader's house. Although the local members still have tight family relationships, competition to obtain equal and/or more economic returns can potentially occur. When the authors visited for the first time, for example, other community members offered their boats to serve them. In other words, we observed that some of the host people tended to not queue to serve visitors. They tried to find customers for their boat on their own without consulting others. We did not have an opportunity to question them as to why they behaved that way.

Given the potential negative impacts of tourism, four main stakeholders should work together to help the community anticipate the impacts (see diagram 3). First, the local government plays an important role in facilitating regulations for the visitors. During observation, it was noticed that visitors to Rammang-Rammang are allowed to bring snacks, bottles and other items. The only information for the visitors is a talking board on '*buanglah sampah di tempatnya*" (throw your rubbish in provided container). The government should support the community to regulate visitors' behaviour with strong fines and punishment for non-compliance.

Second, tour/travel agents or tour operators (especially tour guides) bring tourists to the site; they should ensure that the visitors understand their responsibility when visiting the site. Often, tour guides do not pay attention to the tourists' irresponsible manners. Tour guides are important actors in supporting sustainable tourism. Understanding and awareness of the tourists about environmental issues must be first supported by the willingness of tour guides to conserve the natural site for sustainable tourism.

Third, the media have a role in making the local community aware about the importance of protecting the environment and using nature for tourism purposes sustainably (Cooper and Hall, 2008; Junaid, 2015). The media could promote natural protection, or advertise tourism and nature as potential for community prosperity and invite scholars and practicioners to discuss environmental issues. Media are responsible for not only teaching and making the community aware of their environment but also for helping the community achieve prosperity through varied programs. The Indonesian law (*Undang-Undang Republik Indonesia*) no. 32 of 2002 articles 3 and 4 concerning broadcasting mandates media to establish broadcasting activities based on the principles of educating people, improving communities' prosperity, helping the community for independent

investment, but also as social control. Indeed, low level of formal education of the host people indicates that workshops or practical training are more useful for them than more scientific or theoretical training. For this reason, entrepreneurship skills for example, with easy ways of obtaining capital may be useful for them. Thus, tourism and other educational institutions have a role in giving regular workshops for skills improvement of the host people.

Diagram 3: **Collaborative scheme for anticipating negative impacts of tourism**
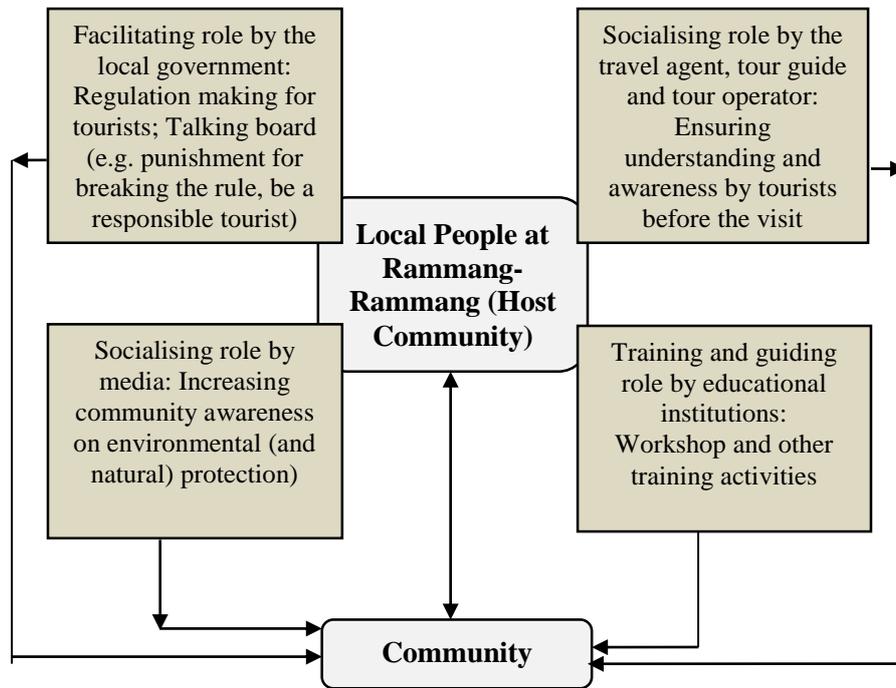
Source: Authors, 2017

The media's target would be the tourists who tend to have more income and education and who might read the printed press or pay attention to the messages about protecting the environment. Indeed, the low level of formal education of the host people indicates that workshops or practical training are more useful for them than more scientific or theoretical training. For this reason, entrepreneurship skills for example, with easy ways of obtaining capital may be useful for them. Thus, tourism and other educational institutions have a role in giving regular workshops for skills improvement of the host people.

CONCLUSION

As tourism grows, its impacts need to be tackled by anticipating their occurrence. Three approaches guided the researchers in examining possible impacts in the research area: socio-cultural, economic, and environmental. Tourists have different needs and wants to be fulfilled by the host people. Interaction between tourists (especially if they behave irresponsibly) and hosts bring consequences especially to the host people such as degradation of their way of life or changes in their quality of life. The increasing numbers of visitors at Rammang-Rammang will also potentially degrade the environment's quality.

Host people should be given knowledge to tackle negative impacts as well as skills for getting involved in tourism. This paper has developed two schemes for collaborative work among different stakeholders in Maros regency, South Sulawesi province, Indonesia to achieve the goals of sustainable tourism. Socio-cultural impacts on the host people potentially occur especially if they should fulfill the visitors' wants and expectations. Hence, different stakeholders should work together to anticipate and mitigate future negative impacts.

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