

SUSTAINABLE TOURISM'S CONTRIBUTION TO LOCAL SPENDING AND ECONOMIC DEVELOPMENT OF MAKASSAR CITY

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Abstract

There has been alarming growth in interest regarding sustainable tourism, especially in the promotion of the local economy through area conservation. Nevertheless, very few studies explore how sustainability efforts within local tourism industries specifically benefit the economy. This research intends to fill this void by investigating the economic impacts of energy efficiency measures and promotion of local goods initiatives on local communities in Makassar City. Quantitative methods of research were employed, whereby the survey data was gathered through a questionnaire which was filled out by the purposive sampling of tourism firms that practice sustainability. The descriptive statistics and Pearson correlation were used in the analysis of income and local expenditures in attempts to determine the link between the measures of sustainability and the economic gains of the firm. The results show that businesses that adopt and implement sustainability measures have an overall positive impact on local economies by increasing revenue earned by local businesses. Therefore, the research advances the case that sustainable tourism enhances economic growth of both the sacrificing organisations and the local economies and therefore, the case for policies which govern the support of conservation practices across the tourism industry are required.

Keywords: Sustainable Tourism, Local Spending, Economic Development

A. INTRODUCTION

From an economic aspect, the tourism sector can contribute quite significantly towards the overall development of the region, especially the growth of the city. In this case, the development of tourism in a responsibly managed system would not just benefit the destination, but also help in bringing about the betterment of the locals. This is also noted by Saarinen (2019). Sustainable tourism, however, creates additional local spending through economic principles that emphasise the participation of locals and the sustainability of the environment (Sharma & Bhat, 2019). (Sharma & Bhat, 2023). Among these are increased local market consumption, job opportunities, and income from related industries like food, transport, and lodging (Khan et al., 2020). (Khan et al., 2020). Sustainable development of the tourism industry is a necessary step taken in order to strengthen local economies, in this case, to support Makassar City's development as a metropolitan centre in Indonesia (Faizal, 2024). From here, Edgell Sr. (2019) thus argues that the link between sustainable tourism and local economic development needs further investigation to realise its fullest potential. (Edgell Sr, 2019).

In earlier studies, it has been suggested that tourism that practices and advocates sustainability is likely to maximise tourist expenditure and also generate a high economic multiplier effect (Vanhove,

2022). On the other hand, this is true to some extent despite the fact that this specific concept has been discussed a lot within social sciences; it's quite an open question how much exactly sustainable tourism, particularly in the case of Makassar City, leads to increased spending of local resources by tourists (Fattah, 2023). There are theories which suggest this positive impact may be the localised involvement with the tourism industry and the strength of government intervention (Khalid et al., 2019). Thus it is the objective of this research to fill this gap in the literature and assess the effect of sustainable tourism in the local economy of Makassar.

The purpose of this study is to analyse the benefits of sustainable tourism towards local spending and the local economy in Makassar City. More precisely, this study will assess how much sustainable tourism has an effect on local spending and employment creation. This study will also try to determine the characteristics that mediate the effectiveness of sustainable tourism such as government intervention and involvement of the public. The research objectives of this study are directed toward appraising the empirical evidence on the contributions of the tourism sector in Makassar's economy by surveying the businesses in the tourism sector. The findings of this study are expected to provide better understanding for the stakeholders in the city towards formulating better approaches in terms of enhancing tourism in a sustainable manner.

This study aims to demonstrate that sustainable tourism drives the growth of the economy of the locality by encouraging tourists to spend more on local goods and services. The hypothesis being put forward is that sustainable tourism in Makassar City enhances local expenditure and creates new job opportunities. It is important to carry out this research because of the huge potential of the tourism sector in Makassar which remains underdeveloped. The fact that Makassar City has various tourist attractions which are underdeveloped and economic potential that can be enhanced by sustainable tourism further justifies this research to seek sustainable ways of enhancing tourism. The results of the study will, therefore, bring about strategies which are in line with the abilities of Makassar City and policies which are going to be more effective in contributing to the development of the tourism sector.

Literature Review

Sustainable Tourism

Tourism is an important and dynamic business, but its management and development must take into account the principles of sustainability by considering the environment, economy, and social community. Tourism competitiveness can be improved through the implementation of economic income targets, improvement of the environment and social life, and environmental sustainability, as well as the utilization of new technologies. (Streimikiene et al., 2021)

Sustainable tourism is defined as tourism management efforts that meet the needs of visitors and the local environment without compromising the ability of future generations to enjoy the same resources. (Hall, 2021). Sustainable tourism focuses on the balance between economic growth, environmental

conservation, and the social well-being of local communities. (Saarinen, 2019). In this context, it is important to ensure that the economic benefits generated can be felt directly by local communities through active participation in tourism activities. Sustainability should be applied holistically, involving environmental, cultural, and economic aspects to build a sustainable and long-term oriented tourism model. (Roblek et al., 2021).

Some aspects of sustainable tourism development: creating new jobs including in the tourism sector, preserving the environment and nature, mitigating the effects of climate change, reducing the impact of pollution and waste disposal, and striving for the use of "green" resources for sustainability (Dwyer, 2023). (Dwyer, 2023) (Baloch et al., 2023) (Peeters et al., 2024) (Roblek et al., 2021).

Sustainable tourism development has various important aspects that must be considered in order to provide long-term benefits, both for local communities and the environment. One of the main aspects is its ability to create new jobs (Roxas et al., 2020). (Roxas et al., 2020). Sustainably managed tourism is able to create economic opportunities for local residents, especially in areas that have natural and cultural tourism potential. (Marchyshyn & Ostrovskaya, 2023). Good management not only attracts visitors but also empowers local communities, from the hospitality sector to local artisans, and improves their lives through increased income (Rahman & Baddam, 2021). (Rahman & Baddam, 2021)

In addition to economic benefits, environmental and natural preservation is an important aspect of sustainable tourism. Natural resources such as forests, beaches, and marine ecosystems are often the main attraction for tourists (Baloch et al., 2023). (Baloch et al., 2023). Therefore, maintaining the authenticity and biodiversity of tourist areas is a shared responsibility. Tourism that is not managed wisely can damage the environment (Mandi, 2020) However, with sustainable approaches, such as the use of renewable energy and good management of water resources, the environment can be preserved while supporting tourism activities (Mandi, 2020). (Baloch et al., 2023).

Another important aspect is mitigating the impacts of climate change. (Scott, 2021). Many tourist destinations, especially coastal and mountainous areas, are highly vulnerable to climate change (Arabadzhyan et al., 2021). (Arabadzhyan et al., 2021). Sustainable tourism seeks to reduce carbon emissions through efforts such as green transportation, energy-efficient infrastructure development, and the promotion of nature-based tourism that emphasizes ecosystem preservation (Rej et al., 2022). (Rej et al., 2022). This is in line with global measures to keep the earth's temperature from rising, which has a direct impact on the sustainability of tourism in various regions (Baloch et al., 2022). (Baloch et al., 2023)

Pollution and excessive waste disposal are also challenges in the tourism industry (Baloch et al., 2023). Popular destinations often face the problem of plastic waste and waste that pollutes the environment (Kibria et al., 2023). (Kibria et al., 2023). Therefore, it is important to implement policies that support waste reduction, such as banning the use of single-use plastics, and providing recycling facilities. (Chen et al., 2021). In addition, tourists' awareness of the importance of keeping destinations

clean needs to be increased, for example through educational campaigns or social responsibility programs that involve tourists in conservation activities (Ramli et al., 2023). (Ramli et al., 2024).

Finally, the use of "green" resources is key to sustainability in tourism development (Ibnou-Laaroussi et al., 2020). Renewable energy, such as solar or wind power, as well as organic farming practices that support the culinary industry in tourist destinations, have a positive impact on the environment and reduce dependence on non-renewable resources (Gorjian et al., 2022). (Gorjian et al., 2022). By adopting environmentally friendly technologies and practices, the tourism sector can be a pioneer in the movement towards a green economy, creating harmony between people, nature and the economy that support each other (Luu, 2021). (Luu, 2021).

Traveler Expenses

Makassar, as the capital city of South Sulawesi Province, has enormous tourism potential. Cultural diversity, history, and rich culinary make this city one of the attractive destinations for domestic and foreign tourists. (Akib et al., 2018). Tourist spending in Makassar shows a positive trend, where tourists not only spend money on accommodation, but also on culinary, cultural attractions, and shopping. (Burhanuddin & Chusaemah, 2023). These expenditures contribute significantly to the local economy, creating jobs and supporting the development of MSMEs. Travelers are often engaged in local experiences, making their spending more diverse and providing a broader economic impact to local communities (Canh & Thanh, 2020). (Canh & Thanh, 2020).

Most of the tourist spending in Makassar comes from the accommodation and food sectors. Tourists tend to choose local hotels and restaurants that offer typical Sulawesi culinary flavors and halal food. (Burhanuddin & Chusaemah, 2023). This creates opportunities for local businesses to improve the quality of their services and products. In addition, tourist attractions such as Losari Beach and Fort Rotterdam attract a large number of visitors, which also contributes to their spending (Asnur & Djamaluddin, 2024). Research shows that tourists who spend more time in destinations tend to have higher expenditures, as they engage in the various activities and experiences offered (Gomez-Deniz & Perez, 2024). (Gomez-Deniz & Perez-Rodriguez, 2021). Thus, infrastructure development and promotion of tourist destinations are essential to attract more tourists and increase their spending. (Mamirkulova et al., 2020).

On the other hand, foreign tourist spending in Makassar also shows an interesting pattern. Foreign tourists coming to the city are generally interested in cultural and historical aspects, as well as authentic local experiences (Wang et al., 2021). Their spending is not only limited to accommodation and food, but also includes visits to museums, art performances, and cultural festivals (Batat, 2020). (Batat, 2020). Research shows that immersive cultural experiences can increase travelers' satisfaction, encouraging them to return and recommend these destinations to others (Tian et al., 2020). Therefore, it is important for governments and stakeholders to continuously develop and promote attractive cultural attractions.

(Tian et al., 2020). This will not only increase tourist spending, but also strengthen Makassar's position as a sustainable tourist destination in Indonesia. (Gai et al., 2024).

Tourism Economy

If managed well, the tourism economy has great potential to make a positive contribution to the local economy. (Marchyshyn & Ostrovskaya, 2023). Emphasis on sustainable development and implementation of policies that support responsible tourism growth are important measures to maximize benefits while minimizing negative impacts. (Ilmu Administrasi Negara et al., n.d.). All stakeholders, including government, industry players, and local communities, need to work together to create an inclusive and sustainable tourism model. With the right approach, tourism can be an economic driver that is not only profitable but also provides long-term benefits for local communities and the environment. (Graci, 2020)

In understanding the contribution of tourism to the local economy, several economic theories can be used as an analytical framework (Olya, 2023). One of the most common is the input-output analysis model, which explains how spending in the tourism sector can affect other sectors in the local economy. (Artal-Tur et al., 2020). Tourism has a significant multiplier effect, where every dollar spent by tourists can generate several times that in terms of income and employment for the local community (Chidakel et al., 2020). (Chidakel et al., 2021). In addition, the development of sustainable tourism is also receiving increasing attention, with a focus on maintaining a balance between economic growth and preservation of the environment and local culture (Sharpley, 2020). (Sharpley, 2020).

Tourism's contribution to the local economy can be seen from various angles. First, its direct contribution is reflected in job creation in sectors such as accommodation, food and beverage, and transportation services. The tourism sector in Indonesia has created millions of jobs, especially in areas that depend on tourism as the main source of income. Second, indirect contributions include the growth of supporting industries, such as transportation and retail, which also benefit from the flow of tourists. Infrastructure development, such as roads and public facilities, is often triggered by the need to support the tourism industry, which in turn improves the quality of life of local communities (Pranita et al., 2022)

While tourism offers a range of benefits, the sector also faces a number of challenges that should not be overlooked (Elliott, 2020). Environmental degradation due to poorly managed tourism activities, such as pollution and habitat destruction, can be detrimental to local ecosystems (Adla et al., 2022). In addition, there is a risk of erosion of local culture, where community traditions and values can be threatened by the commercialization of tourism (Daly et al., 2021). Over-reliance on tourism can lead to economic vulnerability, especially in situations of global crisis such as during the COVID-19 pandemic, which resulted in a drastic decline in tourist arrivals (Soliku et al., 2021). (Soliku et al., 2021). Therefore, it is important to adopt a sustainable approach that takes into account the long-term impacts of tourism on communities and the environment (Soliku et al., 2021). (Soliku et al., 2021).

B. RESEARCH METHOD

Research Approach

This study employs a quantitative approach to identify and measure the relationship between sustainable tourism participation and its economic impact on the local economy. The quantitative method was chosen to achieve objective and measurable outcomes, with numerical data that can be analyzed using inferential statistics.

Population and Sample

The research population comprises all business operators in Makassar City's tourism sector. From this population, a purposive sample was selected, with the primary criterion being that the business operators possess at least some knowledge of or participation in sustainable tourism initiatives, such as energy reduction and support for local products. The sample size was determined based on representation across various types of businesses to capture a diverse perspective.

Data Collection Instruments

The primary data collection instrument is a questionnaire designed with several rating scales:

- **Nominal Scale:** Used to identify business participation in sustainable tourism.
- **Interval Scale:** Used to measure the amount of local expenditure and monthly income.
- **Percentage Scale:** Applied to variables related to the percentage of energy reduction and use of local products.

Data Analysis Techniques

1. **Descriptive Statistics:** Descriptive statistics describe the distribution and mean of key variables, including monthly local expenditures, monthly income, and the level of participation in sustainable tourism. They provide an initial overview of data distribution patterns and facilitate the identification of trends or anomalies.
2. **Pearson Correlation:** The Pearson correlation measures the degree of linear relationship between two numerical variables. This study's Pearson correlation assesses the relationship between participation in sustainable tourism initiatives (specifically energy reduction) and local expenditure and monthly income. The correlation value indicates the strength and direction of the relationship: a positive value suggests a direct relationship, while a negative value indicates an inverse relationship.
3. **Data Visualization:** Data visualization supports interpreting research findings, enabling readers to observe trends and patterns within the data. Bar charts, distribution plots, and line graphs illustrate differences between participants and non-participants in sustainable tourism, as well as monthly trends in expenditure and income reflecting the economic impact of such participation.

C. FINDINGS AND DISCUSSION

Research Findings

Descriptive Statistics

Table 1. Descriptive Statistics of Sustainable Tourism Participation and Economic Impact

Variable	Mean	Standard Deviation	Min	Max
Sustainable Tourism Participation	0.11	0.31	0	1
Energy Reduction (%)	6.49	5.54	0	18
Monthly Local Expenditure	Rp130,145,000	Rp422,659,300	Rp4,000	Rp2 billion
Monthly Income	Rp641,968,100	Rp2,075,277,000	Rp50	Rp10 billion

The data indicates that most businesses show low participation levels in sustainable tourism; however, those participating exhibit a significant economic impact on local income and expenditures.

Inter-Variable Correlations

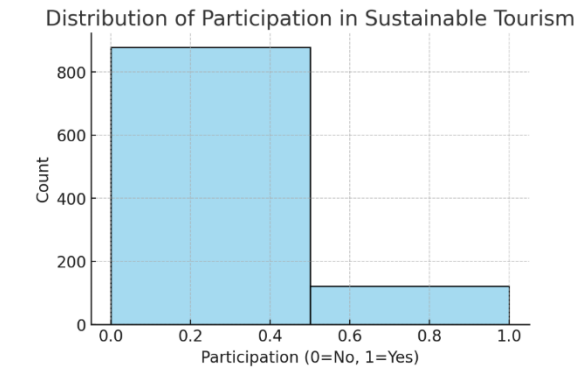
Table 2. Inter-Variable Correlations

Variable	Sustainable Tourism	Energy Reduction	Local Expenditure	Monthly Income
Sustainable Tourism	1.00	-0.20	-0.10	-0.11
Energy Reduction	-0.20	1.00	0.38	0.30
Local Expenditure	-0.10	0.38	1.00	0.91
Monthly Income	-0.11	0.30	0.91	1.00

The positive correlation between energy reduction initiatives in sustainability with local expenditure (0.38) and monthly income (0.30) shows that businesses more active in these initiatives tend to contribute positively to the local economy. The strong correlation between monthly income and local expenditure (0.91) supports the idea that increased income in sustainable tourism businesses directly impacts local spending, supporting economic development in Makassar.

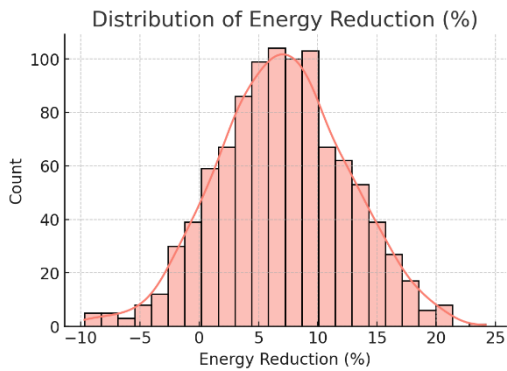
Research Result Visualizations

1. Distribution of Participation in Sustainable Tourism



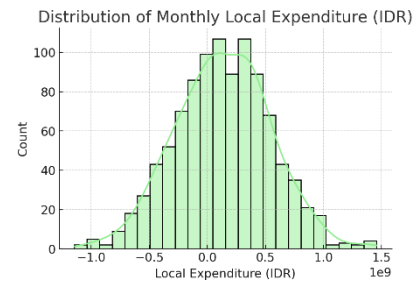
The data shows that only a small fraction of businesses participate in sustainable tourism (value 1), indicating that most local businesses either do not engage or are only slightly involved in sustainability efforts.

2. Distribution of Energy Reduction (%)



This distribution centers around an average of 6.49%, with variations caused by diverse energy-saving initiatives among businesses. Although some achieve higher energy reduction levels, these variations indicate different levels of commitment and success in reducing energy consumption.

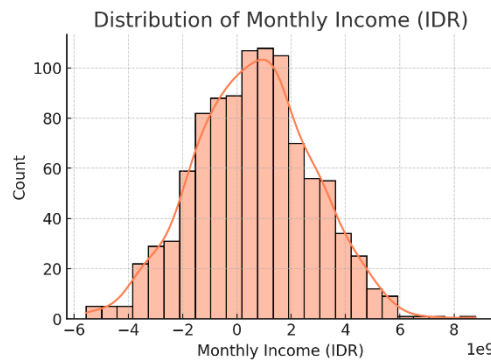
3. Distribution of Monthly Local Expenditure (IDR)



The histogram shows that most businesses incur expenses below the average of IDR 130 million. Some businesses with exceptionally high spending likely skew the average, indicating that

while some invest substantially in the local economy, most operate on smaller budgets or spend less.

4. Distribution of Monthly Income (IDR)



Most businesses report monthly incomes below the average of IDR 641 million, with wide income variations. Some businesses achieve substantial monthly income levels, but most operate with more modest revenues, likely influenced by factors like business scale and customer base.

Discussion

The Impact of Sustainable Tourism on Makassar's Economy

The research findings indicate that tourism businesses implementing sustainable initiatives, especially in energy reduction, tend to have a positive economic impact. Businesses more active in sustainable initiatives show an increase in spending on local products, thereby strengthening the local economic network.

Contribution to Local Income and Expenditure

The high correlation between income and local expenditure suggests that financially thriving businesses are more inclined to increase spending in the local sector. This means that sustainable businesses not only contribute to their own economy but also drive broader economic growth within Makassar City.

Implications for Economic Development

By involving more businesses in sustainable tourism, Makassar City can enhance its economic potential through increased local spending and stronger purchasing power. Participation in sustainable tourism can serve as a catalyst for sustainable development, improving community welfare and supporting a more inclusive economy.

D. CONCLUSION

This research finds that sustainable tourism, particularly involving energy reduction initiatives, has the potential to support local economic development in Makassar through increased local income and

expenditure. The positive correlation among these variables supports the hypothesis that sustainable tourism is a key factor in local economic development.

Recommendations

- **Enhancing Participation in Sustainable Initiatives:** There is a need to improve education and support for small and medium-sized businesses to participate in sustainable initiatives.
- **Developing Eco-Friendly Tourism Policies:** The local government can strengthen regulations and provide incentives for tourism businesses implementing sustainable practices.
- **Promoting Local Consumption:** By increasing the consumption of local products and services, the expenditure of sustainable tourism businesses can have a greater impact on the city's economy.

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