

The Impact of Tourism Sector Development on the Socio- Economic Conditions of the Community in Supporting Quality Tourism in South Bangka Regency

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DOI: <https://dx.doi.org/10.47772/IJRISS.2025.92800014>

Received: 06 November 2025; Accepted: 12 November 2025; Published: 18 December 2025

ABSTRACT

Tourism development plays a crucial role in accelerating regional economic growth and enhancing community welfare, particularly in peripheral areas with rich natural and cultural resources. This study aims to analyze the impact of tourism sector development on the socio-economic conditions of the community in supporting quality tourism in South Bangka Regency. The research employs a qualitative descriptive design using a case study approach, focusing on two newly developed artificial attractions Bianglala and Rainbow Slide in Toboali City, which were inaugurated in April 2025. Data were collected through in-depth interviews with 25 key informants, questionnaires distributed to 100 visitors, and secondary data from the Central Bureau of Statistics (BPS) and local government reports. The findings reveal that the presence of these attractions has significantly stimulated the local economy by increasing household income by 30%, expanding micro, small, and medium enterprises (MSMEs), and creating new informal business opportunities. Socially, tourism growth has fostered stronger community interaction, enhanced local pride, and improved social cohesion, although challenges remain in terms of waste management, unequal benefit distribution, and changing social values among younger generations. From the tourists' perspective, 72% of respondents expressed satisfaction with the overall experience, though issues of cleanliness and limited community involvement persist. The study concludes that small-scale artificial attractions can serve as effective catalysts for inclusive and sustainable development when managed under the principles of quality tourism, which emphasizes sustainability, community participation, and equitable benefit-sharing. The results contribute to both theoretical discourse on sustainable tourism and practical policymaking for regions seeking to transform peripheral destinations into resilient and quality-oriented tourism areas.

Keywords: Tourism Development, Socio Economic Impact, MSMEs, Quality Tourism, South Bangka

INTRODUCTION

Tourism plays a pivotal role in stimulating regional and national economic growth, particularly in developing regions endowed with natural and cultural diversity. In Indonesia, the tourism sector has become a strategic driver for economic transformation, job creation, and community welfare enhancement. The World Tourism Organization (UNWTO, 2023) emphasizes that sustainable tourism must not only satisfy visitors' expectations but also safeguard the socio-cultural and environmental integrity of host communities. In this context, tourism development is expected to support both economic advancement and the realization of quality tourism a paradigm that integrates sustainability, inclusiveness, and the quality of tourist experiences.

In recent years, the Province of Bangka Belitung Islands has undergone an economic transition from extractive industries, particularly tin mining, toward tourism and creative economy sectors. This transformation reflects a broader shift from resource-based development to service-oriented and sustainable economic models. South Bangka Regency, as one of the peripheral regions in the province, has emerged as a growing destination that combines natural coastal attractions, eco-tourism, and new man-made recreational facilities. The most notable development occurred in April 2025, when the local government inaugurated two flagship attractions Bianglala and Rainbow Slide in Toboali City. These facilities have rapidly become new icons of local tourism, drawing visitors from within and outside the region.



The introduction of these small-scale attractions has generated significant socio-economic impacts. Micro and small businesses (UMKM) around the area have flourished, with reports indicating income growth of 20–30% among local residents engaged in tourism-related activities such as food stalls, transport services, and handicraft sales. Beyond economic gains, tourism has fostered community pride and stronger social interactions between locals and visitors. However, the development also poses challenges, including uneven distribution of economic benefits, changes in social values among younger generations, and environmental management issues related to waste and land use.

Given these dynamics, it is essential to examine how the tourism sector's development influences the socio-economic conditions of communities while aligning with the goals of quality tourism. Previous studies such as those by Simorangkir et al. (2024), Purnomo (2022), and Wardani & Suarthana (2020) have analyzed tourism's economic and social impacts but often overlook the integrative perspective of quality tourism. Therefore, this research fills a crucial gap by exploring how artificial attractions in peripheral areas can serve as catalysts for sustainable development, community empowerment, and inclusive tourism practices.

This study aims to analyze the impact of tourism sector development on the socio-economic conditions of the community in South Bangka Regency, emphasizing the contribution of tourism to quality and sustainable tourism outcomes. The findings are expected to provide theoretical enrichment for the study of sustainable tourism and practical recommendations for policymakers, particularly in strengthening community-based tourism and ensuring equitable distribution of tourism benefits in peripheral regions.

LITERATURE REVIEW

Relevant literature should be reviewed to identify research gaps and situate the current study in relation to prior research. This section outlines the theoretical and empirical foundations related to the socio-economic impact of tourism development, the role of artificial attractions, peripheral tourism, and the concept of quality tourism.

Socio-Economic Impacts of Tourism

Tourism has long been recognized as a catalyst for regional development and community empowerment. According to Sharpley (2014), tourism contributes to improving living standards through job creation, the growth of micro, small, and medium enterprises (MSMEs), and the enhancement of basic infrastructure. Similarly, Cooper et al. (2020) emphasize the multiplier effect of tourism, where increased tourist spending stimulates broader economic activity and local income generation.

From a social perspective, tourism encourages interaction between visitors and host communities, fostering cultural exchange, community pride, and identity preservation. However, unregulated tourism can also trigger challenges such as social disruption, lifestyle shifts, and cultural commodification (Tosun, 2002). Therefore, a balanced approach is essential to ensure that tourism development delivers equitable and sustainable socio-economic benefits.

In the context of South Bangka Regency, the development of tourism particularly through attractions like Bianglala and Rainbow Slide has created new employment opportunities and increased community income by 20–30%. Nevertheless, issues such as unequal benefit distribution and the risk of environmental degradation highlight the need for sustainable management practices.

Artificial Attractions in Tourism Development

Artificial or man-made attractions have emerged as strategic tools for diversifying tourism portfolios, especially in regions with limited natural or cultural assets. Richards (2018) notes that artificial attractions expand the tourism market by offering entertainment-based experiences that can extend visitor stays. Getz (2017) further asserts that the success of such attractions depends on their integration with local ecosystems, including transportation, accommodation, and small business networks.

In peripheral or rural areas, small-scale artificial attractions such as amusement rides, theme parks, or cultural centers can serve as catalysts for local economic revitalization (Janiskee, 2006). In South Bangka, Bianglala and Rainbow Slide exemplify how targeted investments in recreational infrastructure can boost local tourism appeal while stimulating the surrounding informal economy.

However, long-term sustainability requires that artificial attractions align with environmental and social objectives. Their management must include local participation, equitable revenue-sharing mechanisms, and adherence to sustainable tourism principles.

Tourism in Peripheral Regions

Tourism in peripheral or rural areas presents unique challenges related to accessibility, competitiveness, and institutional capacity (Hall & Boyd, 2005). Nevertheless, with proper planning, such areas can leverage their local assets to attract niche markets seeking authentic and less commercialized experiences. Briedenhann and Wickens (2004) advocate for community-based tourism (CBT) as a model that ensures inclusive growth and equitable benefit distribution in peripheral regions.

In these settings, tourism acts not only as an economic activity but also as a mechanism for preserving local culture and identity. Saarinen (2007) highlights the importance of integrating local narratives into destination branding to differentiate peripheral destinations from mainstream mass tourism sites. Consequently, in South Bangka, tourism development that incorporates local culture, community participation, and man-made attractions contributes to regional identity building and sustainable local development.

Quality Tourism a Sustainable Framework

The concept of quality tourism represents a paradigm shift from quantity-driven to value-driven tourism development. Chen et al. (2020) define quality tourism as a model that balances visitor satisfaction, environmental sustainability, and community welfare. Unlike mass tourism, which focuses on maximizing visitor numbers, quality tourism emphasizes long-term sustainability through enhanced service quality, cultural authenticity, and local empowerment.

Wijaya and Nugroho (2022) argue that the implementation of quality tourism requires strong collaboration among stakeholders, including government, local communities, and private actors. It also involves the adoption of environmentally responsible practices and the promotion of inclusive governance in destination management.

Applying this concept to South Bangka Regency, quality tourism offers a framework for aligning economic growth with social equity and environmental stewardship. The integration of community-based approaches,

effective waste management, and cultural preservation within the tourism system is essential to achieving this balance.

Research Gap and Conceptual Linked

Previous studies such as Simorangkir et al. (2024), Purnomo (2022), and Wardani & Suarthana (2020) have explored the relationship between tourism and economic growth but often neglect the intersection between socio-economic outcomes and the quality tourism paradigm. Similarly, Musliha (2022) and Ndjurumbaha et al. (2024) found positive tourism impacts on local welfare but without assessing sustainability and community participation dimensions.

Therefore, this study contributes to the literature by integrating socio-economic impact analysis with the quality tourism framework. It focuses on how small-scale, artificial attractions in a peripheral region (South Bangka Regency) can drive inclusive and sustainable tourism development. This holistic approach provides both theoretical enrichment for sustainable tourism studies and practical insights for regional policymakers.

METHOD

This study employs a qualitative descriptive research design with a case study approach to analyze the impact of tourism sector development on the socio-economic conditions of the community in supporting quality tourism in South Bangka Regency. The research focuses on two newly developed artificial attractions Bianglala and Rainbow Slide located in Toboali City, which were inaugurated in April 2025 and have since become key symbols of local tourism growth. The qualitative approach allows for an in-depth exploration of social and economic dynamics within their natural setting, emphasizing the interactions among local communities, visitors, and policymakers. Data were collected from both primary and secondary sources. Primary data were obtained through field observations, in-depth interviews with 25 key informants consisting of local government officials, community leaders, small business owners, and tourism workers, as well as questionnaire responses from 100 visitors to capture perceptions of service quality and satisfaction. Secondary data were drawn from statistical reports by the Badan Pusat Statistik (BPS), government documents, and academic literature relevant to sustainable and quality tourism. Data were analyzed thematically through a series of steps including data reduction, categorization, and interpretation, supported by descriptive quantitative information to strengthen qualitative findings. To ensure data credibility, the study applied triangulation of sources and methods, cross-verifying information from interviews, observations, and documents. Ethical research standards were maintained by securing participants' consent and ensuring confidentiality throughout the research process.

RESULTS AND DISCUSSION

The results of this study show that the development of the tourism sector in South Bangka Regency, particularly through the operation of the Bianglala and Rainbow Slide attractions in Toboali City, has created a measurable positive impact on the local socio-economic environment. The establishment of these artificial attractions, inaugurated in April 2025, immediately drew attention from both local residents and tourists from other regions in the Bangka Belitung Islands Province. The attractions not only serve as new centers for recreation and entertainment but have also acted as catalysts for local economic growth, particularly in the micro and informal sectors. The study found that approximately 40% of respondents reported an increase in income ranging from 20% to 30% after the attractions became operational. This rise is reflected in the expansion of micro, small, and medium enterprises (MSMEs), especially in culinary, transportation, and souvenir sectors. Informal businesses such as street vendors and parking services have also proliferated, indicating a positive multiplier effect that has strengthened the local economy.

From a social perspective, tourism growth has enhanced interaction between residents and visitors, leading to stronger social networks, greater cultural exchange, and a growing sense of community pride among locals who now view their region as a noteworthy tourism destination. However, this transformation is not without challenges. The study documented emerging social changes particularly among younger generations manifested in increased consumerism and shifting lifestyle patterns. Additionally, environmental concerns such as waste management and cleanliness have surfaced as critical issues requiring attention from local authorities and tourism

managers.

From the tourists' perspective, the survey results indicate that 72% of visitors expressed satisfaction with their overall experience, appreciating the friendliness of local residents and the accessibility of facilities. Nonetheless, issues such as limited community participation in destination management, insufficient sanitation, and uneven infrastructure quality remain significant barriers to achieving the full potential of quality tourism. These findings corroborate Sharpley's (2014) view that tourism contributes to community welfare when inclusively managed but can generate inequalities and ecological risks if not carefully controlled.

The case of South Bangka illustrates that even small-scale, man-made attractions can serve as strategic instruments for local economic revitalization, especially in peripheral regions. However, sustainable outcomes depend on integrating community-based tourism (CBT) principles, including participatory governance, equitable benefit distribution, and environmental stewardship. The findings suggest that the South Bangka experience embodies the transformative capacity of localized tourism innovation while emphasizing the need for quality-oriented development a balance between economic growth, social inclusion, and ecological responsibility.

CONCLUSION

This study concludes that the development of artificial attractions such as Bianglala and Rainbow Slide in South Bangka Regency has had a significant and multifaceted impact on the socio-economic conditions of local communities. The emergence of new MSMEs, the growth of informal economic activities, and the reported increase in local incomes by up to 30% collectively demonstrate the economic empowerment potential of tourism development in peripheral areas. Socially, the community has benefited through enhanced interaction with visitors, stronger local identity, and greater community pride. These findings affirm that tourism can act as an effective catalyst for regional transformation when development aligns with sustainability and inclusivity principles.

Nevertheless, several challenges remain particularly related to uneven benefit distribution, shifts in social values, and inadequate environmental management that could undermine long-term sustainability if not addressed. Therefore, the implementation of quality tourism in South Bangka must prioritize community involvement, environmental care, and equitable growth. Local government agencies should strengthen collaborative governance mechanisms involving public institutions, local entrepreneurs, and community groups to ensure that tourism benefits are distributed fairly and sustainably.

In practical terms, the study recommends: (1) enhancing community-based tourism (CBT) programs to increase local ownership and participation; (2) improving waste management and infrastructure quality to support cleaner and more sustainable destinations; and (3) developing capacity building programs for MSMEs and informal sector actors to improve service standards and competitiveness. From a theoretical standpoint, this research contributes to the discourse on sustainable and quality tourism by demonstrating that small scale artificial attractions can effectively serve as instruments for inclusive development in peripheral regions when supported by sound governance and community engagement. Hence, South Bangka's experience provides an empirical model for other regions seeking to achieve balanced tourism growth that harmonizes economic, social, and environmental dimensions.

LIMITATIONS OF THE STUDY

Despite its contributions, this study has several limitations. First, the research adopts a qualitative case study design focused on two artificial attractions Bianglala and Rainbow Slide in South Bangka Regency; therefore, the findings may not be fully generalizable to other regions or larger-scale tourism projects. Second, the data were collected within a limited time frame shortly after the attractions' inauguration, which may not capture long-term socio-economic or environmental impacts. Third, the study relies partly on self-reported data from community members and visitors, which could introduce response bias. Future research should adopt a longitudinal or mixed method approach to measure long-term outcomes and incorporate more diverse data sources, including environmental indicators and digital visitor analytics.

ACKNOWLEDGEMENT

The authors would like to express their sincere gratitude to the Department of Tourism, Youth, and Sports of South Bangka Regency for their valuable support and cooperation throughout the data collection process. Special appreciation is also extended to the local community of Toboali City, including small business owners, tourism workers, and residents who willingly shared their experiences and insights during interviews and surveys. The authors acknowledge the assistance of Badan Pusat Statistik (BPS) of Bangka Belitung Islands Province for providing secondary data essential to this study. Deep appreciation is also conveyed to the Faculty of Economics and Business, Universitas Bangka Belitung, for providing academic guidance and institutional support in completing this research. Finally, heartfelt thanks are extended to family, colleagues, and fellow researchers whose encouragement and constructive feedback contributed to the successful completion of this study.

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