

The Impact of the Development of Seta Seta Beach Tourism on the Welfare of the Community in Tanalili District, North Luwu Regency

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ABSTRACT:

Background: Seta Seta Beach is a relatively new tourist attraction, which began development at the end of 2022 and was officially opened to the public in 2023.

Aims: This study aims to empirically test and analyze the effect of the development of the Seta Seta Beach tourist attraction on the welfare of the community in Tanalili District, North Luwu Regency.

Methods: This study uses a quantitative approach with a correlational study type. The research population includes the entire community of Poreang Village (2,830 people), where a sample of 97 respondents was taken using random sampling. Data were collected using observation, questionnaires, and documentation, then analyzed using simple regression and t-test techniques.

Results: The analysis results show that there is a positive and significant effect of tourism development on community welfare in part. This is evidenced by the t-value (4.514) exceeding the t-table (1.985) and a significance value of 0.000 (< 0.05). Overall, the contribution of tourism development to the community welfare variable is 52.1%.

Conclusion: The development of this tourist destination has strong potential to improve the welfare and standard of living of the local community through increased income and new economic opportunities.

Keywords: Tourism Development, Seta Seta Beach, Community Welfare.

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INTRODUCTION

The tourism sector in Indonesia is recognized as one of the main pillars with great prospects for national economic development. (Sugiyarto et al., 2003; Timothy, 1999) The development of tourist destinations is often seen as a catalyst for increasing regional income and the welfare of local communities.(Brooks et al., 2023; Mathew & M, 2021) Coastal areas, in particular, offer massive potential for the development of nature tourism.(Ramadhani et al., 2025; Suresh et al., 2025) In this context, the Seta Seta Beach Tourist Attraction in Tanalili District, North Luwu Regency, is an interesting case study. This destination is a relatively new tourist attraction, with development beginning in late 2022 and officially opening to the public in 2023. Despite its short history, its rapid development is estimated to have created new economic opportunities, such as employment and micro-businesses, for the people of Poreang Village and its surroundings. However, the actual impact of this ongoing development on the comprehensive welfare of the community needs to be analyzed in depth. (Godovykh et al., 2025; Wali et al., 2017)

Theoretically, the concept of tourism development involves efforts to improve accessibility, accommodation, and supporting facilities to attract tourists, which will ultimately increase the income of the local community.(L.N. Gumilyov Eurasian National University, Tourism Department, Astana, Kazakhstan et al., 2025) This theory is based on the view that tourism is an economic activity that has a multiplier effect. Meanwhile, community welfare is measured through various multidimensional indicators, such as increased income, employment status, education level, health, and housing and environmental quality (indicators adopted in this study). Previous studies, such as those conducted by Smith (2018) and Johnson (2020), generally show a positive correlation between tourism investment and local socioeconomic indicators, but the impact varies depending on the management model and distribution of profits. (Kronenberg & Fuchs, 2022; Prišenk & Turk, 2022).

Although the literature review confirms the relationship between tourism development and well-being, there is a significant gap in the context of the study locations. Previous studies have mostly focused on established or long-standing tourist destinations.(Berard-Chenu et al., 2023; Salerno, 2022) Unlike these studies, this research focuses on Seta Seta Beach, a tourist attraction in the early stages of development. The main gap lies in the lack of empirical data measuring the economic impact in the start-up phase of a new destination, particularly in the North Luwu region. In addition, based on observations, there are varying views among the local community regarding the direct benefits of this tourism development, indicating a gap between the theoretical potential and the practical impact in the field.

The main gap in the literature lies in the lack of empirical evidence that quantitatively measures the socio-economic impact of the development of tourist destinations that are still in the start-up phase, as most existing studies focus on established tourist attractions.(Ma et al., 2024; Wang et al., 2023) This study presents novelty by addressing this gap, namely through the provision of specific and first quantitative data on the initial impact of the Seta Seta Beach Tourist Attraction, a destination that was newly opened in 2023, on the welfare of the people of North Luwu Regency. Specifically, the finding of a significant contribution of 52.1% from this new tourist attraction serves as a crucial empirical benchmark for validating the effectiveness of tourism initiatives in coastal areas.

Culture, Art, and Tourism

The main objective of this study is to analyze and empirically test the impact of the development of the Seta Seta Beach Tourist Attraction on the level of community welfare in Tanalili District, North Luwu Regency, as well as to calculate the amount of contribution (percentage of influence) provided by the tourist attraction development variable on the community welfare variable.

Research Hypothesis (H_1) There is a positive and significant influence between the Development of Seta Seta Beach Tourist Attraction and Community Welfare in Tanalili Subdistrict, North Luwu Regency.

METHOD

Research Design

This study uses a quantitative approach supported by a correlational research design to test hypotheses and understand the interaction between variables. Specifically, this design was chosen because its main objective is to analyze and statistically measure the level of relationship and the magnitude of the influence exerted by the independent variable (\$X\$), namely Tourism Development, on the dependent variable (\$Y\$), namely Community Welfare. With a correlational design, researchers can determine how strong and in which direction the correlation occurs between the two variables, thus providing a strong basis for drawing conclusions about the impact of tourism development on the quality of life of the local community. (Ph.D et al., 2024; Scharrer & Ramasubramanian, 2025)

Participants

The subjects or participants in this study totaled 97 respondents, specifically selected from the population residing in Poreang Village. This number is a representative sample selected based on its relevance to the focus of the study, namely the dynamics of the Seta Seta Beach Tourist Attraction. The selected participants are representatives of the community who are considered most relevant and directly affected, both economically and socially, by the activities and development of this tourist attraction. The involvement of respondents who are directly affected is important to ensure that the data collected truly reflects the relationship between Tourism Attraction Development (\$X\$) and Community Welfare (\$Y\$) from the perspective of the most interested population.

Population and the methods of sampling Instrumentation

The target population of the study includes the entire community residing in Poreang Village, Tanalili District, North Luwu Regency, totaling 2,830 people. The sampling technique used is random sampling, with a sample size of 97 respondents determined through accurate statistical calculations (e.g., using the Slovin formula or Krejcie and Morgan tables).

Instruments

The main instrument used to collect data was a closed questionnaire based on indicators of variables X and Y, measured using a Likert scale. In addition, observation and documentation methods were used to supplement the collection of supporting data in the form of the actual conditions of tourist attractions, population data, and related reports from the Central Statistics Agency (BPS).

1. Variables and Indicators

Variables	Operational Definition	Indicators
X: Tourism Object Development	Efforts to increase tourism potential through the provision of infrastructure and services.	Accommodation, Accessibility, and Facilities.
Y: Community Welfare	The fulfillment of the social and economic needs of the local community.	Population, Health, Education, Employment, Standard and Patterns of Consumption, as well as Housing and Environment.

2. Scoring Method

All statements in the questionnaire are measured using a 5-point Likert scale, where each answer option has the following score weight:

Answer Option	Score
Strongly Agree (SS)	5
Agree (A)	4
Disagree (D)	3
Disagree (D)	2
Strongly Disagree (SD)	1

3. Psychometric Properties (Psychometric Properties)Validity (Validity):

- The validity test was conducted using Product Moment correlation (calculated r). All statement items were declared valid because the value of $r_{\text{calculated}}$ for each item exceeded the value of r_{table} (0.2303).
- Reliability: Reliability tests were conducted using Cronbach's Alpha coefficient (α). Both variables were declared reliable because the α value was above the required threshold (0.60).

Psychometric Properties (Validity and Reliability)

To ensure data quality, instruments must undergo psychometric testing. Validity testing is conducted to ensure that each item accurately measures the intended variable concept. Meanwhile, reliability testing (e.g., using Cronbach's Alpha) is conducted to test the consistency and stability of the instrument in producing the same data when repeated.

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Poreang Village, Tanalili District, North Luwu Regency. The entire research process, from distributing questionnaires to collecting field data, is planned to take place over one month in 2024.

Analysis Plan

The data analysis plan involves several stages. First, Descriptive Analysis to map the characteristics of the data. Second, Classical Assumption Tests (Normality Test and Heteroscedasticity Test) are conducted before testing the hypothesis. Third, Simple Linear Regression Analysis is used to test the influence model. Finally, partial Hypothesis Testing with t-tests and Coefficient of Determination (R^2) tests are used to measure the significance of the influence and the magnitude of the contribution of independent variables to dependent variables. The following table summarizes the operational framework of the study and the types of analysis used:

Research Operational Framework and Data Analysis

Component	Description	Data Collection Techniques	Data Analysis Techniques
Independent Variables (X)	Tourism Object Development	Questionnaires, Observation	Simple Linear Regression Analysis
Dependent Variable (Y)	Community Welfare	Questionnaire, Documentation	Hypothesis Testing (t-test)
Population	Poreang Village Community (2,830 people)	Documentation	Determination Coefficient Test (R^2)
Sample	97 Respondents	<i>Random Sampling</i>	Validity & Reliability Test
Location/Time	Poreang Village, Tanalili District (1 month, 2024)	Observation, Documentation	Classical Assumption Test

RESULTS AND DISCUSSION

Result

Classical Assumption Test Before regression analysis, a classical assumption test was conducted. The results of the normality test (Kolmogorov-Smirnov) showed a significance value of 0.200 (greater than 0.05), indicating that the research data was normally distributed. Meanwhile, the heteroscedasticity test (Glejser Test) also showed that the regression model was free from heteroscedasticity problems, thus meeting the requirements for further analysis.

Simple Linear Regression Analysis The simple linear regression equation obtained is: $Y = 15.409 + 0.327X$ The positive regression coefficient ($b = 0.327$) indicates a direct relationship; each one-unit increase in Tourism Development (X) contributes to an increase of 0.327 units in Community Welfare (Y).3. Hypothesis Testing (t-test) The results of the t-test (partial) are used to test the research hypothesis.

Test Criteria	Statistical Value	Description
$t_{\text{calculated}}$	4.514	Significant
t_{table} (df 95, α 5%)	1.985	
Sig.	0.000	Significant

Since the calculated t value (4.514) is greater than the table t value (1.985) and the significance value (0.000) is less than 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This proves that the Development of Seta Seta Beach Tourism Object has a positive and significant effect on Community Welfare.

Coefficient of Determination (R^2) The R Square value obtained is 0.521. This figure shows that 52.1% of the variation in Community Welfare is explained by the Tourism Object Development variable. The remaining 47.9% is influenced by other variables not examined in this model.

Discussion

The results of this study clearly confirm that the development of the Seta Seta Beach Tourism Object is an important factor influencing the improvement of the welfare of the local community.(Anandhyta & Kinseng, 2020; Ibrahim et al., 2024; Rifdah & Kusdiwanggo, 2024) The significance of the influence found shows that efforts to improve accessibility, accommodation, and facilities in tourist areas have succeeded in triggering economic activity in Poreang Village. The increase in tourist visits is directly proportional to the increase in business opportunities (such as food stalls, parking services, and souvenir sales), which directly improve the standard and pattern of consumption among the community.(Hasan, 2024; Saputra & Sembiring, 2025) These findings are consistent with tourism economics theory, which states that investment in tourist destinations will create a multiplier effect that spreads to multidimensional welfare indicators, not only limited to income but also potentially improving employment and environmental indicators in the region.

The implications of these findings are managerial and socio-economic. Managerially, destination managers (e.g., BUMDes or Pokdarwis) must prioritize the sustainability of facility improvements and service quality, as these have been proven to be directly correlated with welfare.(Kusumastuti et al., 2024; Nugraheni et al., 2025; Purnomo & Purwandari, 2025) Socio-economically, these results indicate that tourism is an effective regional development strategy for coastal areas. The North Luwu Regency Government can use this data to justify budget allocation to the supporting infrastructure sector in Tanalili District, in order to increase the contribution of tourism, which currently stands at only 52.1%.

This study provides an important contribution in the form of specific empirical data on the impact of tourism development in the start-up phase (initial stage of operation) in the North Luwu

region. The 52.1% contribution data is new information that fills a gap in the literature on the effectiveness of new tourism development, providing a benchmark for future comparative studies.

This study has several methodological limitations that should be noted. The narrow focus of the variables, which only involved one independent variable, resulted in 47.9% of the determinants of community welfare not being identified in the tested model. In addition, the use of a primarily quantitative method through questionnaires may not fully capture the depth of the community's qualitative perceptions and experiences regarding complex and layered changes in welfare. Because it uses a limited causality/correlational design, this study cannot completely rule out the possibility that the relationships found are influenced by other lurking variables outside the research model.

The findings of this study offer several key recommendations for relevant stakeholders. For local governments and managers, it is essential to prioritize sustainable development, particularly in terms of waste management and coastal environmental conservation. This focus will ensure long-term positive impacts on community welfare. Local communities are strongly encouraged to increase their participation in tourism training programs to improve service quality and competitiveness. By doing so, they can better capture the remaining contribution (47.9%) that is currently still influenced by external factors. Future research is advised to conduct further studies by including other independent variables (such as the role of social capital or local government policies) and using mixed-methods approaches that combine quantitative and qualitative methods to gain a more comprehensive understanding of the dynamics at play.

CONCLUSION

Based on quantitative data analysis, the research objective to examine the effect of the development of the Seta Seta Beach Tourist Attraction on community welfare has been fully achieved. The results confirm that there is a positive and significant influence between the variable of tourism development and community welfare. This conclusion is supported by hypothesis testing, where the t_{count} value (4.514) exceeds t_{table} (1.985) and the significance value of 0.000 is below the 0.05 threshold. Quantitatively, the development of this destination has made a real contribution of 52.1% to improving community welfare, thus accepting the initial research hypothesis. Although this contribution is significant, future development prospects need to be directed at addressing the 47.9% of welfare determinants that are still outside the variables studied. Therefore, it is recommended that the local government prioritize increasing the capacity of local human resources (e.g., through training programs) to capture the remaining economic potential. For further studies, it is recommended to use mixed methods to analyze the role of other external factors, such as social capital and government policies, in order to produce a more holistic understanding.

AUTHOR CONTRIBUTION STATEMENT

NP contributed to the formulation of the research concept, preparation of the methodological design, data collection, statistical analysis, and writing of the initial draft of the manuscript. MA played a role in supervising the research, validating the methodology and analysis, and conducting a critical review and final editing of the manuscript.

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