WOMEN IN SUSTAINABLE TOURISM DEVELOPMENT: A CASE STUDY OF THE EMPOWERMENT OF WOMEN WORKERS IN BULUKUMBA TOURISM DESTINATIONS

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ABSTRACT

Objective: This study aims to explore the development of sustainable tourism in Bulukumba by focusing on female workers to obtain problem data that can be followed up further by policy makers.

Theoretical References: Tourism development is related to the 2030 SDGs agenda. This has been accepted as a tool to reduce poverty. In fact, many female workers work in the tourism industry, despite many obstacles. Apart from education, work can increase the existence and empowerment of women, whatever the job. Many women have social capital and motivation.

Method: Observation methods and in-depth interviews were used at the respondent's workplace, recording in detail their attitudes and language behavior. Empowerment will be measured from human capital, namely social capital and competence, as well as from the dimensions of language and interpersonal skills.

Results and Conclusion: Many female workers show behavior as socially empowered women, such as hardworking, independent, confident, friendly, alert, etc. However, there are also those who lack power, which can be seen in the use of language. Input for policy makers: the helplessness of young female workers due to short work experience and the lack of basic education for older female workers can be followed up by providing long-term training and regular skills courses.

Implication of the research: This research support the concept disseminated by feminist linguists regarding language research using a community of practice (CoP) approach.

Originality: I could certainly that the study likewise is never been conducted before.

Keywords: education, sustainability, tourism development, women workers, women's empowerment.

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MULHERES NO DESENVOLVIMENTO DO TURISMO SUSTENTÁVEL: UM ESTUDO DE CASO SOBRE O EMPODERAMENTO DE MULHERES TRABALHADORAS EM DESTINOS TURÍSTICOS DE BULUKUMBA

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RESUMO

Objetivo: Este estudo tem como objetivo explorar o desenvolvimento do turismo sustentável em Bulukumba, concentrando-se nas trabalhadoras para obter dados problemáticos que possam ser seguidos pelos decisores políticos.

Referências Teóricas: O desenvolvimento do turismo está relacionado à agenda de ODS de 2030. Isto tem sido aceito como uma ferramenta para reduzir a pobreza. Na verdade, muitas trabalhadoras trabalham na indústria do turismo, apesar de muitos obstáculos. Além da educação, o trabalho pode aumentar a existência e o empoderamento das mulheres, seja qual for o trabalho. Muitas mulheres têm capital social e motivação.

Método: Foram utilizados métodos de observação e entrevistas aprofundadas no local de trabalho do entrevistado, registrando em detalhes suas atitudes e comportamento linguístico. O empoderamento será medido a partir do capital humano, ou seja, do capital social e da competência, bem como das dimensões das habilidades linguísticas e interpessoais.

Resultados e Conclusão: Muitas trabalhadoras mostram comportamento como mulheres socialmente empoderadas, como trabalhadoras, independentes, confiantes, amigáveis, alertas, etc. Mas há também quem não tenha poder, o que se vê no uso da linguagem. Contributo para os decisores políticos: o desamparo das jovens trabalhadoras devido à falta de experiência profissional e à falta de educação básica para as trabalhadoras mais velhas pode ser acompanhado pela oferta de formação a longo prazo e de cursos regulares de qualificação.

Implicação da pesquisa: Esta pesquisa apoia o conceito disseminado por linguistas feministas em relação à pesquisa linguística usando uma abordagem de comunidade de práticas (CoP).

Originalidade: Eu poderia certamente que o estudo também nunca foi realizado antes.

Palavras-chave: educação, sustentabilidade, desenvolvimento turístico, mulheres trabalhadoras, empoderamento das mulheres.

MUJERES EN EL DESARROLLO DEL TURISMO SOSTENIBLE: UN ESTUDIO DE CASO SOBRE EL EMPODERAMIENTO DE LAS TRABAJADORAS EN LOS DESTINOS TURÍSTICOS DE BULUKUMBA

RESUMEN

Objetivo: Este estudio tiene como objetivo explorar el desarrollo del turismo sostenible en Bulukumba centrándose en las trabajadoras para obtener datos problemáticos que puedan ser seguidos por los responsables políticos.

Referencias Teóricas: El desarrollo del turismo está relacionado con la agenda 2030 de los ODS. Esto se ha aceptado como una herramienta para reducir la pobreza. De hecho, muchas trabajadoras trabajan en la industria del turismo, a pesar de muchos obstáculos. Además de la educación, el trabajo puede aumentar la existencia y el empoderamiento de las mujeres, sea cual sea el trabajo. Muchas mujeres tienen capital social y motivación.

Método: Se utilizaron métodos de observación y entrevistas en profundidad en el lugar de trabajo del encuestado, registrando en detalle sus actitudes y comportamiento lingüístico. El empoderamiento se medirá a partir del capital humano, es decir, el capital social y la competencia, así como de las dimensiones del lenguaje y las habilidades interpersonales.

Resultados y conclusión: Muchas trabajadoras muestran un comportamiento como mujeres empoderadas socialmente, como trabajadoras, independientes, seguras, amigables, alertas, etc. Sin embargo, también hay quienes carecen de poder, lo que se puede ver en el uso del lenguaje. Aportaciones para los responsables políticos: la impotencia de las trabajadoras...
jóvenes debido a la escasa experiencia laboral y la falta de educación básica para las trabajadoras de más edad puede ser seguida por la oferta de formación a largo plazo y cursos regulares de competencias.

**Implicación de la investigación:** Esta investigación apoya el concepto difundido por las lingüistas feministas con respecto a la investigación del lenguaje utilizando un enfoque de comunidad de práctica (CoP).

**Originalidad:** Podría asegurar que el estudio, además, nunca se ha llevado a cabo antes.

**Palabras clave:** educación, sostenibilidad, desarrollo turístico, trabajadoras, empoderamiento de las mujeres.

### 1 INTRODUCTION

Women make up the majority of community members who do service-based jobs at tourist sites. They become managers of cottage businesses in tourist villages like housewives or run micro businesses such as selling local food, cakes and drinks, making handicrafts or weaving and selling them to supplement household income. In fact, women like to work in the service industry, such as in the tourism and hotel industry. This encourages them to pursue education that will lead them to work in the field (Shukla, 2019) but most of them do not stay long and leave the industry within a short time, two to four years. The reasons also vary, leading to the management of work-life balance, such as long working hours, job stress, high attention to the family, especially for women who are newly married with young children. In Bulukumba today, the situation is different, many female workers have abandoned all these reasons in order to be able to work in the tourism sector which is quite promising financially and is a labour-intensive job that many women enter. Only a few women can reach managerial positions in the service industry (Tajeddin, Walle, & Denisa, 2017). That tourism has had a positive impact in providing work opportunities for women, Çiçek, Zencir & Kozak, (2017) also said so. However, obstacles to increasing career advancement for women are blocked by the "glass ceiling" as stated by Bazazoi, et al. (2017). These barriers can be personal, social, situational, government, and internal business structural barriers. Boonabaana (2014) sees that these obstacles are related to gender relations.

The tourism and hospitality industry is the leading contributor to gross income and foreign exchange throughout the world, and Indonesia is no exception. Indonesia has even identified tourism as an industry worthy of fostering (Tajeddin, Walle & Denisa, 2017). The growth of tourism in Bulukumba, Indonesia, has also experienced
extraordinary development, as can be seen by the emergence of many new destinations such as the Appalarang Cliffs, Titik Nol (Point Zero), Ujung Samboang Beach, Parang Luhu Beach, Bara Beach, etc. In addition to the development of tourist destinations that have long existed, such as Tanjung Bira Beach, and the location of shipbuilding Mandala Ria. This development requires human resources to manage and actively participate in advancing this industry. Field observations at beach tourism sites in Bulukumba, South Sulawesi, show that the role and involvement of women in managing and actively participating in various positions is quite significant. Some of them are business owners, managers, traders, cooks, house keepers, and garden administrators. In almost all positions of their existence. This study aims to explore the development of sustainable tourism in Bulukumba by focusing on female workers in the destination to obtain problem data that can be followed up further by policy makers. To the best of the researchers' knowledge, this kind of research has never existed.

Osman and Abu Bakar's (2014) research on women as homestay managers in rural Malaysia, shows their views and expectations of socio-economic benefits. Mohanty and Chandran (2018) link the emergence of tourism with poverty alleviation efforts in developing countries (see also Croes, 2014). They have come to the conclusion that women, as the parties most affected by poverty, should be empowered in the context of tourism management. Tourism is a labor-intensive industry, providing direct, indirect and induced employment, which until now has shown high growth for developing countries (Mohanty and Chandran, 2018; Tajeddin, Walle, & Denisa, 2017; Osman and Abu Bakar, 2014; Katongole, Ahebwa, & Kawere, 2013).

In Indonesia, there is no exact data available on the number of women involved in tourism in Bulukumba, but when viewed from the population data of Bulukumba, where from year to year the population has increased and the number of women always dominates the male population, it can be ascertained that the number of female workers is relatively significant. In 2015, there were 216,472 women compared to 194,013 men, soaring in 2016 to 218,000 women and 195,229 men and in 2019 the total population of productive age was 276,395 (Central Bureau of Statistics for Bulukumba Regency, 2020). This condition piqued the curiosity of the researcher to further explore the existence of women workers in the tourism context.
2 THEORETICAL FRAMEWORK

2.1 TOURISM WITHIN THE SDGS FRAMEWORK

Tourism development in Indonesia is related to the 2030 Sustainable Development Goals (SDGs) agenda, a development agreement that encourages changes towards sustainable development based on human rights and equality to achieve social, economic and environmental development. The SDGs are a collaboration between the United Nations and the Indonesian government, civil society organizations, academic institutions, and private sector entities to achieve these goals effectively through an integrated approach. The United Nations has even expanded its collaboration to include industry associations, think tanks, data managers and science and technology-based institutions that offer innovative prospects for integrated development solutions that are essential to achieving the Sustainable Development Goals. There are 17 goals and 169 targets, which are expected to be achieved by 2030. The global goal is to eradicate poverty with the principle of "no one left behind", and of all these goals which are related to one another and tens or even hundreds of activities that have been determined and agreed to lead to development better human resources (United Nations-Indonesia, 2022).

Tourism development certainly involves natural and human resources, where SDG 8 (Decent Work and Economic Growth), SDG 5 (Gender Equality), SDG 4 (Quality Education) are relevant enough to discuss the resources of women workers in the tourism sector. Although in fact all sustainable development goals have the potential to be linked to tourism development.

Tourism has been recognized as an economic force promoting direct and indirect employment opportunities where both men and women can work. In developing countries, tourism has been accepted as a tool for poverty reduction, sustainable development and economic growth (UNWTO, 2017; Mohanty & Chandran, 2018). According to the United Nations World Tourism Organization, if a strong gender perspective is integrated into tourism planning, tourism can be utilized as a vehicle to promote gender equality and women's empowerment at all levels of society.

In the last three decades it has been recognized that sustainable tourism development needs to consider community-based management (Latjuba and Sari, 2022), no one disputes that the community where the tourist destination is located must benefit,
if tourism is to survive and be sustainable in the long term. Community based Tourism (CBT) is a method aimed at creating a sustainable tourism industry by focusing on the local community as planners, managers and maintainers as well as developers of tourist areas. This management concept has been proposed to be implemented since the 90s, because it is considered fair for all parties affected by tourism. Decision-making based on consensus and development control rests with local communities (Okazaki, 2008; Salazar, 2012; Nair & Hamzah, 2015; Lee & Jan, 2018). CBT has the capacity to build the community's economy as a means of alleviating poverty, but keep in mind that economic development must be linked to environmental protection (see also Thi, P., Thoan, P., 2023). CBT activities are designed and implemented through community agreement, as opposed to centrally planned (top down) tourism development.

Based on field observations, tourism on the coast of Tanjung Bira and its surroundings is managed by the both methods. At tourist development sites, such as the Tanjung Bira Beach, Bara Beach, Panrang Luhu Beach etc. community participation in managing tourism is quite high. Collaborative communities and investors are actively building supporting accommodations, such as hotels, bungalows, resorts, guest houses, cottages, villas, etc. which functions to empower the people's economy. In general, local residents are the owners of the land in that location, either inherited from their parents or purchased. There are several land owners who are spouses of mixed marriages, with foreigners or non-Bulukumba residents. Ownership in this way has been going on since 1995 according to our respondent at the Panrang Luhu tourist site, who at that time had built cottages for his own use, only in recent years have these cottages been put into business.

For relatively new tourist destinations, such as Appalarang Cliffs, Zero Point, etc. The Regional Government together with investors build facilities and infrastructure by employing local residents, such as building bridges and roads down the cliff at the Zero Point destination, piers and platforms for people's boat voyages that serve the route Bira Beach - Liukang Loe Island. The Regional Government also functions as a facilitator, facilitating training to increase the capacity of human resources and the creative economy. The Regional Government, in this case the Tourism Office of the Bulukumba Regency, also facilitated the cleaning of the coastal and sea areas at Mandala Ria Beach (Bulukumba Regency Tourism Office, 2021). Based on the principle of community-based
tourism management, cleanliness is an element of increasing comfort and beauty, which of course has an impact on increasing the number of tourists.

As a tourist destination, Bulukumba Regency, in South Sulawesi is known by the name "Butta Panrita Lopi", a phinisi boat builder, has a number of natural tourist attractions, such as beaches (including white sand beaches), nature landscape (including cliff panoramas), Islands, caves, and the lives of Indigenous Peoples (including stories about local wisdom), tourist village areas and religious tourism. Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the 2010–2025 National Tourism Development Master Plan stipulates that Bulukumba Regency is a KPPN (National Tourism Development Area). The tourism position of Bulukumba Regency in the tourism development policy of the province of South Sulawesi, is placed as KSPD (Regional Tourism Strategic Area) (Musawantoro & Ridwan, 2019). In an effort to support sustainable tourism and economic development, the government and all parties, especially local communities, must care about natural ecology. Because the existence of this natural environment is a source of driving and stimulating activities that can improve the community's economy. On the other hand, development often ignores the protection and maintenance of nature, so that what is currently being done can only be enjoyed for a short time and is not sustainable. For this reason, it is necessary to instill a culture of awareness and concern for the environment in the local community, because they are actually the owners of this source of life, the government and investors from outside may change, but the local community must still be maintained and empowered.

2.2 INVOLVEMENT OF WOMEN WORKERS IN THE SERVICE INDUSTRY

The existence of market opportunities as well as needs in most developing countries is the reason why women work in the service industry. Based on their nature, women prefer to run home-based businesses (Çiçek, Zencir, & Kozak, 2017). The presence of women in the tourism industry comes from heterogeneous groups, some have minimal skills and knowledge, others come from a business background, have skills and knowledge that come from within themselves and their environment, but not all succeed in reaching peak careers compared to their male counterparts. (Katongole, Ahebwa, & Kawere, 2017).
Women’s view of their success in the service business is different than men's (Tajeddin, Walle, & Denisa, 2017), where there are differences in motivation between women and men in starting a business. This shows a difference in mindset; for men continuing the family tradition of doing business and generating wealth is more important. Women are satisfied as business owners who provide benefits to support their families, produce goods and services that are beneficial to society, besides wanting to appear different, and finding work for women is difficult (Yopetch, 2020; Tajeddin, Walle, & Denisa, 2017). The pull factor for women to be involved in managing homestay programs (Osman & Abu Bakar, 2014) is to obtain social capital. Social capital is the ability of those concerned to see the benefits of existing social structures, social networks provided by family-based communities, or organizational relationships that theoretically can be obtained as a result of education, experience and financial capital. Women's motivation is related to the traits possessed, and is reflected in behaviors such as the desire for achievement, the ability to take risks, and leadership style.

To achieve economic success, not only physical resources are "inputs" but also "services" are provided. Ideally, tangible and intangible resources provide the best service in the production process. The service also depends on their respective resources, how the strategies used can be interpreted at a cognitive level. Resources can be categorized into physical resources, human capital and organizational capital resources. Human capital is included in intangible entities commonly known as personality traits. These characteristics in women are needed for empowerment and at the same time success in business and manifest in the form of independence, a developing personality, self-control, innovative, risk-taking, proactive, competitive (Katongole, Ahebwa, & Kawere, 2013; Yopetch, 2020). Positive attitudes towards risk taking, self-efficacy for women managing tourism businesses, are seen as subjective norms of empowerment and this has a significant effect on women's initial intention to become entrepreneurs (Osman & Abu Bakar, 2014). Apart from that, competencies which are part of human capital which include skills, knowledge, mastery of technology, are obtained from education and training which are attempted on a regular basis.
2.3 BARRIERS FACED BY WOMEN WORKERS IN THE TOURISM INDUSTRY

It is important to know some of the obstacles faced by women workers related to gender, such as problems related to maternal feelings, entrepreneurial cognition, social norms (Yopetch, 2020). Work family conflict can arises because of pressure from work and family (Nurcholidah, et.al., 2023). Other obstacles include socio-cultural values and discriminatory traditions (Tajeddin, Walle, & Denisa, 2017; Çiçek, Zencir, & Kozak, 2017; Yoopetch, 2020), generally related to Eastern culture which prioritizes men over women. As in Uganda as in many African countries which are patriarchal in nature, they tend to subordinate women. Negotiation efforts continue to be made so that women get equal employment opportunities and fair treatment. Because of that, various creative ways are used to empower women workers (Lewin, 2010).

In Indonesia, right now, especially in Bulukumba where society is relatively egalitarian, the tendency to provide business opportunities and fair treatment of women is quite high. Socio-cultural barriers that come from outside the woman can be overcome by collaborating between husband and wife in doing business. Each has a contribution to the common goals that have been agreed upon. Meanwhile, psychological barriers from within the individual woman herself still need to be negotiated, such as growing confidence in taking certain actions or known as self-efficacy. Self-efficacy according to the theory of planned behavior (see Yoopetch, 2020) is similar to behavioral control, representing the concept of internal self-confidence which gives rise to individual belief in one's ability to succeed in achieving goals, influencing self-perception of the benefits that may be received from the type of action taken. In some contexts, self-efficacy is related to individual education and training, because by having education and training individuals become more confident in their own abilities.

Education is often used as an indicator to measure women's empowerment. Educated capability development, by expanding knowledge and skills, will lead to the issue of gender empowerment. But in fact, the issue of gender disparities in education and health status in Asia has reduced according to Jayaweera (1997), while issues related to women's participation in the economic and political fields are still being fought for. There is a correspondence between educational attainment and women's economic activities. In Indonesia, especially in Bulukumba, the population of women is greater than that of men,
so that the level of economic activity for women is higher, even with various income disparities.

Despite the efforts of human capital theorists to prioritize education as an instrument of human empowerment and economic development, it appears that according to macro-situation research in Asia, there is no positive linear relationship between education and many aspects of empowerment (Jayaweera, 1997). Women are not a homogeneous group in any society, so socio-economic class differentiation also plays a role, on the other hand education also creates a new socio-economic class structure. Education is seen by people as a way to mobilize socio-economic in a better direction, escape from poverty, and the opportunity to gain social recognition. There is almost no difference in opportunities for both women and men to get an education. Education has also provided different job opportunities for women and men, especially in jobs that emphasize specific skills, while traditional jobs that do not require special skills or jobs that are unpaid are mostly done by human resources with low education.

2.4 THE CONCEPT OF EMPOWERING WOMEN WORKERS

Women are considered existing and empowered according to Riaz and Pervaiz (2018) if they participate in making decisions regarding themselves, such as their health care, work, mobility, purchases and household expenses. Women's empowerment is a multi-dimensional phenomenon, therefore it can be defined in various ways. Das Gupta (2018) defines empowerment as a conscious process and awareness of capacity building that leads to greater participation, effective decision-making power and control that leads to transformative action. There are many philosophical issues related to the definition of women's empowerment, but it must be understood that it is only a process where in the end women have to have control over their own lives and have self-esteem.

Development discourse talks about the need for empowered women and girls, because they will in turn have an impact on broader social development and poverty reduction (Lewin, 2010). Apart from education, work plays a major role in promoting the existence and empowerment of women. There are many jobs that women can do, both paid and unpaid work which is a measure of empowerment. Women's autonomy can be increased by participating in economic activities outside the home, then it will be effective if women have control over their income.
Taking into account the view that women have the ability to set goals and make effective decisions for their lives, as active agents, women are expected to be able to negotiate relations of power and interests that are present historically and culturally in community organizations with themselves. As Mills (2003) has argued, new forms of paid work may offer new, challenging opportunities for women. This requires the ability to be able to negotiate with other people's authorities, especially parents (father) or husbands, about their activities. Empowered women must possess four main attributes to achieve their career advancement in the tourism and hospitality industry: [1] work hard, [2] patience, [3] persistence, [4] work harder and longer than their male counterparts to prove themselves (Knutson & Schmidgall, 2013).

3 METHOD

This study used the method of observation and in-depth interviews with female worker respondents in several tourist destinations in Bira Beach and its surroundings. Women selected on the basis of their openness and willingness to participate, and potentially benefit from it. As many as 30 female workers with various positions and roles were visited at their respective workplaces to be interviewed regarding their work, family life and their knowledge of the tourism activities around them, while being introduced to this research project, which is exploring the activities of Indonesian coastal communities. A total of 20 women gave permission to be interviewed face-to-face for a long duration, while 10 women only agreed to be interviewed briefly, on the grounds that they were busy. It is important to note that this research is designed to describe the existence and empowerment of women workers in the tourist location of Bira Beach and its surroundings, Bulukumba Regency, to show a different side of Indonesian coastal communities due to tourism development, this is a continuation of research on the poverty of Indonesian coastal communities (Latjuba & Hasbullah, 2022). For this reason, the empowerment of women workers here will be measured from human capital, namely social capital and competence capital possessed by individual women, and also seen from the dimensions of language and interpersonal skills, namely behavior and attitudes. The ethnicity aspect is also included as a variable, to see whether the people of Bulukumba are still powerful and empowered in their own area. A small sample was chosen because of the availability of respondents and their willingness to be part of this study. The
individuals selected were female workers from Bulukumba, natives and migrants, who had work experience ranging from 2 months to 22 years.

In-depth interviews using a semi-structured protocol, were conducted by three interview assistants. Each interviewer was thoroughly briefed on the aims of the research and received training for field interviews.

3.1 RESEARCH PROCEDURE

Instead of testing hypotheses, a Grounded Theory approach (Glaser & Strauss, 1967; Byrne, 2001) was applied to collect information submitted by respondents, namely female workers at tourist sites: Tanjung Bira Beach, Panrang Luhu Beach, Zero Point, Appalarang Cliff, Bira Harbor, Tanah Lemo, Bara Beach, Mandala Ria Beach. According to Grounded Theory, initial evidence is gathered and analysis comes later, the opposite of what happens in scientific experimental research where initial hypotheses are stated before being tested and challenged. Interview data were collected through in-depth interviews, which took place at the respondent's workplace, namely at a tourist location. This method was chosen because the semi-structured approach facilitates the incorporation of expert knowledge, experience and personal judgment obtained from the respondents. The interview began with general questions regarding identity, professional background, benefits derived from tourist destinations, social relations between male and female workers, the condition of the tourist destination where the respondent is located, the presence of foreign tourists, etc.

The interview was documented in an audio recording, and detailed notes were made on the attitude and language behavior of the respondents. Special attention is given to the attitude of the respondent in answering questions that describe the relevant aspects one wants to know about the subject. The Grounded Theory method is an inductive approach that involves "meaning units" used to analyze responses.

Furthermore, the audio recording was transcribed to facilitate analysis. These transcripts were cross-checked for accuracy and reliability with records of observations and knowledge from other written documents. The text of the transcript results is broken into separate parts, not according to syntactic rules but in relation to the categories to be checked and tested. The relevant grouping and classification is made to facilitate analysis.
4 RESULTS AND DISCUSSION

4.1 RESPONDENT PROFILE

The female workers who were respondents were in the age range of 18-60 years, with the lowest age being 18 years having a paid job, the highest age being 60 years having an owner's position in an unpaid job. Those in between (30-49 years) have both paid (20%) and unpaid (40%) jobs. The lowest age group (18-29 years) is only in paid work (15%), not in unpaid work, while the highest age group (50-60 years) is mostly in unpaid work (25%) and not in work waged. This indicates that it is easier for young female workers to carry out paid work than unpaid work because they require financial capital. Meanwhile, older female workers (50-60 years) are more likely to perform unpaid work, meaning that they already have sufficient financial capital to open their own business, such as lodging, restaurant and other businesses.

The productive age of female workers is in line with the determination of the productive age of the Bulukumba population agency (Central Bureau of Statistics for Bulukumba Regency, 2020), namely 15-64 years. Their involvement is spread over a number of jobs that can be categorized into paid and unpaid jobs. Salaried work means that the woman will receive a wage/salary for the work she does, while unpaid work means that no one pays for what the woman tries to do, however, a profit will be obtained which is an excess of the capital used. Capital here can be both material and immaterial. While the capital to get a wage job is knowledge, skills and social relations.

The type of work carried out by respondents is stratified when viewed from the wages/salaries or profits earned. This type of work is divided based on their role in the job, ranging from serving food stalls/hotel restaurants to managing villas in the wage/salary job group. Likewise, from a traveling seller of souvenirs (snacks) with small capital to the owner and manager of a villa/resort/tourist cottage/restaurant who are
categorized as high level jobs in the unpaid work group. Between the two of them there are middle-class jobs, namely restaurant cooks, sellers and food stall owners in a place with a medium turnover. And the predominant of these are lowly jobs: snack/drink/souvenir sellers (30%) in unpaid jobs and waiters, ticket sellers, house keepers (25%) in paid jobs.

The roles of women workers at the low level of employment, both paid and unpaid jobs, each show a high percentage, respectively 25% and 30%, this shows that the role of women in the tourist destination of Bulukumba is still dominated by low-level jobs. Jobs at a high level for wage/salaried jobs are still relatively few female workers (5%), where jobs at this level require communication skills and managerial knowledge, experience and adequate social relations to be hired to run a lodging business. In this study, the percentage of unpaid work was quite high (20%). From the results of interviews it is known that these women run family businesses in which their husbands are also involved.

Female workers native to Bulukumba work predominantly in various low-income jobs in tourist destinations (50%), both in paid (20%) and unpaid (30%) positions, while female migrant workers from various regions in Indonesia, such as from East Nusa Tenggara (Kupang), Java Island (Banyuwangi, Semarang), South Sulawesi (Makassar, Pinrang, and Selayar) are evenly distributed at all levels of types of work, although with a small percentage of 5-10%, except at low levels in unpaid position (0%). This indicates that these migrant women come to the Bulukumba tourist destination area to work by renting out their labour. In high-class jobs, the position of migrant women workers in jobs is not paid equal to native citizens (10% each). But in paid job positions it surpasses indigenous people with a percentage of 5%. Does this indicate that native women workers from Bulukumba still lack managerial skills and knowledge so that these positions are filled by immigrants? Further research still needs to be carried out. In general, it can be concluded that native local residents still control economic activities in the tourist destination of Bira Beach and its surroundings, even though they are at a low level dominating. Job positions at the high level are equally occupied by immigrants and native local residents. It's just that indigenous people dominate in types of unpaid work, while immigrants are also found in types of paid work. For lodging ownership in tourist destinations, between native Bulukumba residents and non-Bulukumba residents appear with a ratio of 2:2, this ignores the ownership of Bulukumba people who are married to foreigners. According to our respondents, there are several cottages, hotels, resorts owned
by foreigners, such as those from Australia, China, France, Spain, Germany who have married native women. For restaurant ownership dominated by non-Bulukumba residents (immigrants).

4.2 ANALYSIS THE BEHAVIOR OF FEMALE WORKERS IN TOURIST DESTINATIONS

Respondent behavior analysis was carried out on the human capital possessed by female workers in two types of work, waged/salaried and unpaid work, in this case social capital and communication capital (language capital). What is social capital? Social capital is the potential ability possessed by individuals based on social relations that can facilitate economic or non-economic benefits. Communication capital or language capital is the potential ability possessed by individuals that appears when interacting to express thoughts, feelings, knowledge about something. Having these abilities can represent the existence and empowerment of a person in front of other people. Therefore, in our opinion, these two assets must be owned by women workers. And we traced them to our respondents.

Social relations, whether in the form of support from family, relatives or friends, are social capital that must be possessed by workers regardless of the type of work they do. Likewise with talkactive behavior, is part of communication modality.

Social capital owned by individuals can be observed in behavior or attitudes in the form of hard work, autonomy/independence, awareness, wanting to progress/develop, want to be different, like challenges, and so on. Autonomy/independence and awareness are self-control, part of the behavioral characteristics that represent the social capital needed by individuals who choose unpaid work. For this type of paid work, women workers are required to work hard, because usually work in tourist destinations is not limited by time, so many of them delegate their own family affairs to other relatives. In unpaid work, it can be seen that women workers have more autonomy or independence, they are more free to manage their working time, even though they still work hard.

The self-confidence that women workers have from wage jobs arises as a result of skills training, or education they have, but is not the only indicator for measuring the sustainability and empowerment of workers in the Bulukumba tourist destination. There are still other behaviors that need to be possessed, such as liking challenges and self-
awareness, which is the ability to control oneself for workers in wage jobs. Likewise with the behavior of wanting to be different from others, wanting to develop which stimulates creativity to emerge in unpaid work. This behavior has the potential to bring success, of course also existence and empowerment for women workers in any type of work. Behaviors like this have been confirmed in previous studies, such as the research of Knutson and Schmidgall (2001), Katolonge, Ahebwa, & Kawere (2013), Osman & Abu Bakar (2014), Das Gupta (2018), and Yoopetch (2020).

Another characteristic possessed by workers in the unpaid work sector, often applied in running a business, is that they are friendly and alert. These characteristics are necessary for the continuity of a business or work. And in the current technological era, it seems that women workers in the Bulukumba tourist destination are also required to master information (information literacy).

Analyzing the communication skills of women workers in the tourist destination of Bulukumba, we do this by observing not only the language used by individuals in the community, but also the attitude shown when responding to questions asked by "outsiders" from the community. Outsiders in quotation marks refer to strangers or people the respondent does not know who in their view may have more competence and social status than them. The attitude shown is in the form of silence, chuckling, an attitude of not wanting to stop talking and explaining, a careful and alert attitude that tends to show a closed attitude. This attitude, then we interpret with the impression that is built in our minds as researchers.

In general, when interviewed, all of these women workers showed smooth communication, with the right choice of words, structured and systematic, with clear intentions. It is necessary to explain that the attitudes mentioned above are found in certain types of female workers. Women workers in low positions, with indicators of wages received lower than other levels, where the responsibilities and types of work performed are smaller and simpler, both in paid and unpaid jobs, indicating a different way of speaking for women workers who are just starting to work (working time of two-three months), tend to use simple sentences, short and short, and many don't know. The attitude shown is chuckling while saying "I don't know." But for the female worker with five months' work experience, it shows progress: complex sentences with detailed, lengthy descriptions that build the impression of being knowledgeable and intelligent. It seems that experience is the best teacher next to education. The effective and empowering
experience is over three months. The language used by inexperienced workers portrays a lack of confidence, fear, anxiety, and lack of knowledge.

Women workers in middle positions in unpaid jobs generally show an autonomous or independent attitude, meaning that they are economically empowered because they work not depending on other people, but seen from the aspect of language use it is found that some can be categorized as helpless. The use of the language of these female workers shows similarities to those who are inexperienced (brief and short, and answers they don't know while chuckling), even though their work has been occupied for 10 years. Thus work experience is not the only cause of the powerlessness of female workers from the aspect of language use, but there are other factors that are the cause, namely low basic education for the elderly.

All of these statements can be found in reality, especially in our research locations. These findings support the concept disseminated by feminist linguists regarding language research using a community of practice (CoP) approach (see Mills & Mullany, 2011). From the perspective of the community of practice, one's choice of words and style of speech can be seen as defining one's position in the group or community of practice, and this study adds that aspects of experience, education, and age contribute significantly to measuring the empowerment of women workers in their work community.

5 CONCLUSION

Writings exploring the development of the tourist destination Bira Beach and its surroundings, in Bulukumba, as well as the involvement of women workers there are used to assess their empowerment in the midst of tourism development and sustainability. The results show that the dominance of work is still dominated by local women, both paid and unpaid work, and at low to high levels. However, there is one significant finding for language research with a community of practice (CoP) perspective, that experience, education, and age have a significant effect on a person's choice of words and speech style in a community.
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