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Strategies in Creating *Smart People* to Support Tourism Development (Study of the Tongke-Tongke Mangrove Forest Area Community)

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Abstract. The community is a major component and has an important role in tourism development. The community is required to be able to open up to tourists, and it is to develop themselves with all their potential so that tourism development can be implemented through the encouragement of good institutional capacity of the community, and ultimately through the development of tourism, the community will feel the benefits as a means of improving their economy and quality of life. Therefore, in the tourism area, smart people are needed who can see and utilize every potential and opportunity. This study aims to describe the strategy of creating smart people in the Tongke-Tongke Mangrove forest tourism area, Kab. Sinjai in supporting tourism development. The research was conducted using qualitative descriptive analysis by strengthening observation, interviews, and documentation studies. The results showed that to create smart people in tourism areas, several strategic steps were needed, namely (1) Community involvement in the formulation of tourism development policies, (2) Development of an internet-based area as a medium for communication in business development (3) Assisting production activities and marketing-supported by the existence of a tourism industrial area, (4) Increasing human resources through the empowerment of potential educational backgrounds as well as development, coaching, and training, (5) Fostering the socio-cultural character of the community as capital in their involvement in tourism development. By using these strategies, a smart community will be created and can support the government in developing tourism as part of regional planning and development.

Keywords: *strategy; tourism development; smart people*

1. Introduction

The development of the world of tourism has experienced continuous expansion and diversification and has become one of the largest and fastest-growing economic sectors [1]. The tourism sector is now one

of the strategic sectors to drive the Indonesian economy as well as an important part of the global economy [2]. Besides, tourism activities are one of the activities that directly touch and involve the community and have extraordinary energy so that local people experience impacts on various aspects of life [3]. Tourism has grown as a very profitable industry and has prospects very bright in the future in national development [4].

Based on law no. 10 of 2009 states that to increase the development of tourism development can be done with a growth approach and economic equality for the welfare of the people where it relies on the community, which is to empower the community which consists of several components, such as human resources, cross-sector linkages, marketing, cooperation between countries, destinations, science and technology, empowerment of small businesses, and a sense of responsibility in utilizing natural and cultural wealth. This can illustrate that to develop tourism in an area, human resources or people who have the knowledge and desire to be empowered are needed. One of the most important elements in developing a tourism village is a community that can support the course of tourism activities [5].

Sinjai Regency has many tourism objects that have potential that can compete with outside tourism [6]. Among others, the Tongke-Tongke Mangrove Forest tourist attraction area is still in the development stage. In 1993, Sinjai District in developing and afforestation on the coast, provoked researchers and even outside investors to provide assumptions and management cooperation by looking at the marine morphology condition followed by tourism natural resources. Until now, this mangrove area has been used as a tourist visit which has proven to be in great demand by local and foreign people [7]. The village of Tongke-Tongke with its rich mangrove forests is better known as the mangrove laboratory of South Sulawesi, as a mangrove forest development site that has 786 hectares area, which was developed independently and cultivated by the community purely [8].

Tourists who visit the Tongke-Tongke Mangrove forest are motivated by the desire to know, know or learn about the area and culture of the local community, this can be seen in the view that tourists visit a tourist destination based on the desire to know, know, or learn about the area and the local culture of the community [9] and [10]. Tourists will interact with the local community, not only with those who directly serve the needs of tourists but also with the wider community when they are in the tourism area [11]. Therefore, it requires the ability in various aspects, both knowledge, attitudes, and skills that must be possessed by human resources who are in the tourism area [12]. It is hoped that the development of tourism is not only able to increase local income alone but more important is also tourism can empower the people themselves so that they feel they own, implement, preserve, which in turn can increase community income by providing employment and opportunities to do business [13].

Based on the observations of researchers, it is found that there are so many challenges faced by the Sinjai district government in tourism development, ranging from low public awareness to maintain cleanliness in tourist attractions, the increasingly rapid development of tourism in other places, and the lack of district-specific cultural arts that can attract tourists. as well as a lack of human resources capable of creating creativity to make the Tongke-Tongke Mangrove forest tourism area a popular area.

Currently, Tongke-Tongke Village has been designated as a tourism village through a Sinjai Regent Decree Number 376 of 2017 concerning the designation of a tourist village, but the physical condition of the village has not fully shown itself as a tourism area location. With the many potential resources that are owned, both environment and natural resources are very promising if managed optimally and utilized wisely, and optimally can contribute to improving the welfare of society [14]. To be able to maximize this potential requires cooperation between local governments, village governments, and regional communities who have been trained and have an understanding as hosts in a tourism area. A role is needed in managing rural tourism and establishing good relationships and collaborating with the government, private sector, and community in increasing regional development [15].

Based on the analysis above, to make the community able to cooperate with all related parties in tourism development, it begins with creating *smart people* which aim to form a tourism-conscious society, to create it requires a concrete strategy and is easily accepted by the community so that a society is created *smart,* by having skills or knowledge, accept the diversity and differences that exist and have

high creativity. Therefore, this study is to describe the strategy in creating *smart people* in the Tongke-Tongke Mangrove Forest tourism area. Because the concept of *smart people* can guarantee the development of tourist areas, bring a sense of security, improve the quality of interaction with visitors and ultimately improve the quality of life and welfare of the people in the tourism area.

2. Literature Review of the
2.1. *Concept of Strategy*
The strategy is an important effort that must be made by an organization to maintain its survival so that it can easily face any challenges faced by both threats from within and from outside the organization that enable the achievement of goals or main objectives effectively and efficiently.

Strategic management can be defined as the art or science of formulating, implementing, or conducting cross-functional decision evaluation activities that enable an organization to achieve its goals [16]. Evaluation activities carried out by organizations can be carried out either through internal assessment factors (collecting information on management activities, marketing activities, finance or accounting, production activities, research and development, and utilization of computer information systems) or external assessment factors (consisting of economic influence, social, cultural, demographic and natural environment, political influence, government and law, technological influence and competitive influence), implicitly the strategic management concept focuses on efforts to integrate internal and external assessment factors to achieve success in the organization.

In compiling a strategy, it is adjusted to existing conditions, the potential that is owned and takes into account the capabilities and needs of the organization as well as accommodating and considering various interests, goals, and collaborating with various related elements to achieve organizational goals [17].

2.2. *The concept of Smart City*
A smart city or better known as a smart city is so popular and has a very broad meaning, where this concept has become a reference in the arrangement of cities in the world recently along with the development of information and communication technology. The concept of a *smart city* makes all systems integrated with the use of information and communication technology to improve work efficiency in city operations, improve service and security as well as the quality of life for residents to better support the creation of a smart, educated, and integrity society. [18]

One of the goals of the *Smart City* is the desire to combine human resources in each infrastructure, the government's commitment to implementing technology-based government administration, the existence of a community that can develop from a social side, and the presence of more creative businesses [19] [20] [21] [22] With the presence of a superior and open government, it is hoped that it will be able to foster creativity and creativity from the community through enhancement, empowerment, and community participation, as well as increasing competitiveness. to accelerate the realization of social welfare [23].

The application of the concept of *Smart City* or Smart City has begun in cities in developed countries at the beginning of the millennium, all of this is an implication of the rapid advancement of technology that has begun to be widely used in all aspects of human life. The concept of a smart city runs dynamically and changes to adapt to the demands of the times so that there is no rigid definition, other than the existence of a key aspect approach that provides an informative picture [24]. A smart city consists of six dimensions, namely: *(1) Smart economy; (2) Smart Mobility; (3) Smart environment; (4) Smart people; (5) Smart living; and (6) Smart governance* [25], where each dimension is broken down into several indicators as shown in the following Figure.

Figure 1. Dimensions of Smart City (Cohen, 2015)

The description of the six indicators of a *smart city* according to [26] can be seen as follows:

1. *Smart people*, namely people who have educational capital both formally and non-formally and are manifested in either creative individuals or communities. All of this can be seen from the level of education and development of human resources who can utilize technology and have a socio-cultural character that can be accepted at every level of community education.

2. *Smart environment*, which is an environment that provides a sense of comfort now and in the future, both physically and non-physically.

3. *Smart governance*, the government with its issued policies still adheres to the principles of law supremacy, justice, humanity, democracy, transparency, professionalism, participation, and accountability and implements policy effectiveness and efficiency.

4. *Smart Economy*, which is presenting the economy and the financial well-being of the community, followed by good economic growth and high per capita income.

5. *Smart mobility*, which is a movement system that allows the fulfillment of all needs with the minimum and the fastest possible movement.

6. *Smart living* refers to the quality of life and culture, the most influencing factor is the availability of needs, security, safety, convenience, and comfort in life.

To better understand the concept of a smart city, the six dimensions presented by Cohen have been divided into 18 work areas and 47 indicators, each of which has been described as shown in the following figure:

Dimension	Working Area	Indicator	Description
Environment	Smart Buildings	Sustainability-certified Buildings	Number of LEED or BREAM sustainability certified buildings in the city (Note: if your city uses another standard please indicate)
			% of commercial and industrial buildings with smart meters
			% of commercial buildings with a building automation system
		Smart homes	% of homes (multi-family & single-family) w/ smart meters
	Resources Management	Energy	% of total energy derived from renewable sources (ISO 37120: 7.4)
			Total residential energy use per capita (in kWh/yr) (ISO 37120: 7.1)
			% of municipal grid meeting all of following requirements for smart grid (1. 2-way communication; 2.) Automated control systems for addressing system outages 3.) real-time information for customers; 4.) Permits distributed generation; 5.) Supports net metering
		Carbon Footprint	Greenhouse gas emissioned measured in tonnes per capita (ISO 37120: 8.3)
		Air quality	Fine Particular matter 2.5 concentration (µg/m3) (ISO 37120: 8.1)
		Waste Generation	% of city's solid waste that is recycled (ISO 37120: 16.2)
			Total collected municipal solid waste city per capita (in kg) (ISO 37120: 16.3)
		Water consumption	% of commercial buildings with smart water meters
			Total water consumption per capita (litres/day) (ISO 37120: 21.5)
	Sustainable Urban Planning	Climate resilience planning	Does your city have a public climate resilience strategy/plan in place? (Y/N) If yes provide link.
		Density	Population weighted density (average densities of the separate census tracts that make up a metro)
		Green Space per capita	Green areas per 100,000 (in m2) (ISO 37120: 19.1)
Mobility	Efficient Transport	Clean-energy Transport	Kilometers of bicycle paths and lanes per 100,000 (ISO 37120: 18.7)
			# of shared bicycles per capita
			# of shared vehicles per capita
			# of EV charging stations within the city
	Multi-modal Access	Public Transport	Annual # of public transport trips per capita (ISO 37120: 18.3)
			% non-motorized transport trips of total transport
			Integrated fare system for public transport
		Smart cards	% of total revenue from public transit obtained via unified smart card systems
	Technology Infrastructure	Access to real-time information	Presence of demand-based pricing (e.g. congestion pricing, variably priced toll lanes, variably priced parking spaces). Y/N
			% of traffic lights connected to real-time traffic management system
			# of public transit services that offer real time information to the public: 1 point for each transit category up to 5 total points (bus, regional train, metro, rapid transit system (e.g. BRT, tram), and sharing modes (e.g. bikesharing, carsharing)
			Availability of multi-modal transit app with at least 3 services integrated (Y/N)
Government	Online services	Online Procedures	% of government services that can be accessed by citizens via web or mobile phone
		Electronic Benefits Payments	Existence of electronic benefit payments (e.g. social security) to citizens (Y/N)
	Infrastructure	WiFi Coverage	Number of WiFi hotspots per km2
		Broadband coverage	% of commercial and residential users with internet download speeds of at least 2 Mbit/s
			% of commercial and residential users with internet download speeds of at least 1 gigabit/s
		Sensor Coverage	# of infrastructure components with installed sensors 1 point for each: traffic, public transit demand, parking, air quality, waste, H2O, public lighting
		Integrated health + safety operations	# of services integrated in a singular operations center leveraging real-time data. 1 point for each: ambulance, emergency/disaster response, fire, police, weather, transit, air quality
	Open Government	Open Data	Open data use
		Open Apps	# of mobile apps available (iPhone) based on open data
		Privacy	Existence of official citywide privacy policy to protect confidential citizen data
Economy	Entrepreneurship & Innovation	New startups	Number of new opportunity-based startups/year
		R + D	% GDP invested in R&D in private sector
		Employment levels	% of persons in full-time employment (ISO 37120: 5.4)
		Innovation	Innovation cities index
	Productivity	GRP per capita	Gross Regional Product per capita (in US$, except in EU, in Euros)
	Local and Global Conexion	Exports	% of GRP based on technology exports
		International Events Hold	Number of international congresses and fairs attendees.
People	Inclusion	Internet-connected Households	% of Internet-connected households
		Smart phone penetration	% of residents with smartphone access
		Civic engagement	# of civic engagement activities offered by the muncipality last year
			Voter participation in last municipal election (% of eligible voters) (ISO 37120: 11.1)
	Education	Secondary Education	% of students completing secondary education (ISO 37120: 6.3)
		University Graduates	Number of higher education degrees per 100,000 inhabitants (ISO 37120: 6.7)
	Creativity	Foreign-born immigrants	% of population born in a foreign country
		Urban Living Lab	# of officially registered ENOLL living labs
		Creative Industry Jobs	Percentage of labor force (LF) engaged in creative industries
Living	Culture and Well-being	Life Conditions	Percentage of inhabitants with housing deficiency in any of the following 5 aereas (potable water, sanitation, overcrowding, deficient material quality, or lacking electricity)
		Gini Index	Gini coefficient of inequality
		Quality of life ranking	Mercer ranking in most recent quality of life survey
		Investment in Culture	% of municipal budget allocated to culture
	Safety	Crime	Violent crime rate per 100,000 population (ISO 37120: 14.5)
		Smart Crime Prevention	# technologies in use to assist with crime prevention, 1 point for each of the following: livestreaming video cameras, taxi apps, predictive crime software technologies
	Health	Single health history	% of residents w/ single, unified health histories facilitating patient and health provider access to complete medical records
		Life Expectancy	Average life expectancy (ISO 37120: 12.1)

Figure 2. Description of Smart City Indicators (Cohen, 2015)

From the figure above, it can be seen that the dimensions of *smart people* referred to by Cohen have a scope and indicators that can be translated into the following forms:

a. Inclusion: households connected to the internet, smartphone use, and community involvement.
b. Education: having formal education at both the high school and higher education levels.
c. Creativity: foreign-born immigrants, urban life laboratories, and the establishment of creative industries.

2.3. The concept of-based tourism is based on smart people

Based on Law no. 10 of 2009, tourism can be defined as a tourism activity that has the support of both facilities and services provided by the public, private, and government. Currently, the tourism sector has grown and developed into one of the biggest contributors to the country's foreign exchange earnings [27], it has been reminded to all academics, planners, and practitioners that it is better not to think of the tourism sector as merely an economic force and to acknowledge its potential strength. tourism as a serious social force with transformative capacity but having a broader vision of the role of tourism in society or the global community to foster a cosmopolitan awareness that shows respect, interdependence, and lives in peace [28]. To achieve one of the objectives of tourism, namely improving

the welfare of the community, the government and the community should develop integrated resorts that can help increase tourism visits both locally and nationally, as well as create new jobs, and can provide benefits to a more competitive tourism market [29].

The community as one of the main pillars in tourism development is expected to have an awareness of the importance of tourism in creative ways so that it can produce a variety of creations that can get attention and attract tourists. the community should have and be able to demonstrate creativity and be empowered to participate in planning, implementing, monitoring, and evaluating tourism development. Ideally, tourism development is beneficial for the greater welfare of the community [30]. The local community as the owner of local culture and wisdom must benefit from the existence and development of tourism in the region. While the success or failure of tourism development will largely depend on the strength of the local population, not on the strength of the tourists [31], the involvement of the local community is a prerequisite for the success of sustainable tourism development [32]. With the success or development of tourism, residents who feel that there is a personal benefit from tourism development tend to express a positive attitude towards tourism development [29].

To develop a tourism area based on *smart people,* efforts are needed that are in direct contact with the community, this can be seen with the following indicators:

2.3.1. Education indicators. The 21st century is the education century where one of the challenges is the ability to create education that can foster breakthrough human resources. , concepts or thoughts and actions that can play a role in building social and economic orders and are aware of the knowledge that has the ability, skills, desire to innovate, life and career and skills in the use of the latest information media and technology [33]. The community as a pillar of tourism development is expected to have qualifications that are in line with 21st-century qualifications which include critical thinking and problem solving, creative thinking and various innovations, good communication, and being able to collaborate in various activities [34].

By having both formal and informal education, people are expected to be able to think broadly and be able to accept every difference and change, as well as a positive mindset and perspective towards the existence of a tourism area. Besides, with high education and experience, the community is expected to have skills or expertise that can be developed which in turn can improve the welfare of the community itself.

2.3.2. Indicators of an inclusive society. With the existence of social equality among the people, it is easy to create an interactive process that can give birth to various collective behaviors, including in solving social problems. In realizing *smart people* in the tourism area, various problems can arise that require a problem-solving strategy by implementing social equality so that the development of a tourism area based on *smart people is* easily realized through community participation in seeing the conditions of the tourism environment. With the inclusive capability possessed by the tourism area community, it is hoped that it can attract visitors and the government to produce various policies towards the development of tourist objects.

2.3.3. Indicators of creativity. Currently, skilled labor for the tourism industry is still lacking, and poor infrastructure and recreational facilities are a problem and can pose a serious threat to the development of sustainable tourism [35]. One of the indicators that can develop the potential of a tourist area requires the creation of the community in creating opportunities and space in increasing the tourism area as an area that has distinctive characteristics based on regional potential.

The Tongke-Tongke Mangrove forest tourism area is a tourism area characterized by mangrove forests, the creations of the community emerge with the potential of the area itself. Community creations are a special attraction for tourism areas that can contribute both individually and to tourism managers. Therefore, this indicator provides space for a study of how people make use of the potential space for tourism with various community creations.

2.4. SWOT Matrix SWOT
An analysis is a process of identifying various factors that are carried out systematically to formulate a company strategy, where analysis activities are based on logical abilities by maximizing strength (strength) and opportunity (opportunity), besides simultaneously minimizing weaknesses.) and threats. The strategic decision-making process is always related to the development of the company's mission, objectives, strategy, and policies. Thus, strategic planning must analyze the factors (strengths, weaknesses, opportunities, and threats) that exist in the company today [36].

The function of the SWOT Matrix is to provide an overview of various alternative strategies that can be selected or implemented to create *smart people* in the Tongke-Tongke Mangrove Forest tourism area, from the results of the analysis conducted by researchers, an overview of strategies can be obtained as follows:

EFE / IFE	Streng (S) The 1. the community has the potential to produce, partner, and build marketing networks accompanied by capital but not for production activities because they do not understand the accounting system. 2. Availability of production raw materials and the existence of a souvenir business promotion space. 3. The integration of research objects and tourist objects	Weakness (W) 1. Low human resources, so that the marketing of products is traditional, due to the lack of government assistance for the development of business groups. 2. Lack of special training on the production of tourism souvenir businesses and business promotion networks.
Opportunities (O) 1. The high number of visits affects the results of production and turnover of business capital as well as the opening of promotional spaces and business networks. By continuing to use tourism locations as research locations. 2. The development of a social kinship system can create a harmonious social environment accompanied by the role of community leaders and the role of the village government. 3. An affordable internet network so that people can take advantage of it.	SO Strategy 1. Increase the number of tourist visits through tourism promotion networks and research objects. 2. Extending the network of participation and partnerships from the community in glancing at the potential for tourist visits. 3. Research-based objects are used as a capital to be used as tourist objects that have distinctive characteristics as objects of research to 4. improve community human resources in the use of technology.	WO's Strategy to 1. increase community human resources through mentoring business development and development of information networks as promotional media. 2. Empowerment of community business groups and the development of business promotion networks in accelerating the creation of independent businesses.

Threats (T)	ST Strategy The	WT Strategy
1. Has not been maximized and even the government's concern in increasing community creativity and tourism management. Likewise low capital, production competitiveness. 2. The social conditions of the community are still traditional.	1. realization of increased community production through government concerns such as assistance to creativity, capital, and competitiveness as well as research-based tourism management. 2. Increased understanding and skills in business and tourism management.	1. Through training, coaching, and business assistance, can increase community creation in production and tourism activities. 2. Opening the information network space for independent business development and tourism management.

3. Research Methods

This research was conducted in Tongke-Tongke village which was one of the tourist villages in Sinjai district, the method used in this research was qualitative descriptive analysis with strengthening observations, in-depth interviews with tourism communities, business actors, and the government as well as document collection. and a report related to tourism in the Tongke-Tongke Mangrove Forest, which aimed to obtain a more detailed picture for SWOT analysis.

3.1 Results and Discussion of Resources in Tongke-Tongke Village

3.1.1 Natural. Resources The natural resources that are the mainstay of Tongke-Tongke Village today are mangrove forests that stretch along the coast and are one of the largest and most tree-lined mangrove forests in Indonesia. [37]. However, the abundant mangrove trees have not been able to be utilized properly by the community as a source of family economic income or as village income, until now there are still many people who do not know the potential of mangroves where mangrove fruit is allowed to fall and is considered to be of no benefit even though it is wrong. one great potential is as a raw material for cake making [38]. The potential of mangrove fruit can be a source of economic income for the community by utilizing mangrove fruit as a beverage processed in the form of syrup and nutritious for health [39]. Besides, all agricultural areas in the Tongke-Tongke village still rely on rainwater, making agricultural activities carried out by the community very dependent on the season. Coconut trees with relatively abundant numbers have not been able to become a source of additional income for the population's economy, this is due to the inability of the community to manage or create something of high economic value.

The marine resources owned by Tongke-Tongke village are quite potential, this can be seen from the growth of various types of fish and marine biota such as crabs, tilapia fish, taps, which have high economic value, but all of these have not been optimally and sustainably utilized by the residents. local, this is because the residents still use conventional technology.

3.1.2 Human Resources. Currently, the existing educational facilities in Tongke-Tongke village to get to secondary education are quite adequate. However, facts in the field show that most of the villagers are at a relatively low level of education (SD). This can be seen in the following table:

Table 1. Education for Tongke-Tongke villagers based on the Family Card

No.	Education in KK	Total	Male	Female
1	No / not yet in school	23	9	14
2	Not finished Elementary School (SD) / equivalent	8	6	2
3	Graduated Elementary School (SD) / equivalent	484	250	234
4	Junior high school (SMP) / equivalent	89	45	44
5	Senior High School (SLTA)/ equivalent	83	38	45
6	Diploma I / II	2	1	1
7	Academy / Diploma III / s. Young	2	0	2
8	Diploma IV / Strata I	9	14	25
	Total	730	363	367
	Have not filled in	21	11	10
	Total	751	374	377

Source: Statistic Report of Tongke-Tongke Village 2020.

With the average human resource who graduated from elementary school, this is one of the factors the people of Tongke-Tongke village prefer to be fishermen rather than be involved in developing tourism areas. This can also be found in the neighborhood or housing of the people who are not neatly organized which does not characterize as a tourist village, as if they do not care about tourism development whose ultimate goal is their welfare.

In the future, it is hoped that government support in responding to the low level of public education by adding educational facilities that are lined up so that it can improve the quality of human resources (HR), especially Tongke-Tongke as a coastal tourism area requires quality human resources as an asset in managing tourism potential. This is in line with the view [12] that human resources play a very important role in driving the tourism industry, in creating products, and determining the competitiveness of the tourism industry. From the research results, it was found that the current skills of the population such as sewing, making traditional cakes, making smoked and salted fish, catching fish and crabs. Of all the skills currently possessed, they have not been able to contribute highly to increasing income. Apart from the lack of understanding in marketing, it is also the ability to come up with ideas for new products.

3.2 Based Tourism Area Development Strategy Smart People
To discuss the findings based on the SWOT analysis, the analyzed potentials and opportunities to become a strategy provide an illustration that tourism potential and social conditions in the community can provide opportunities for the creation of a smart community life where opportunities in the tourism area are very open with supporting objects. tourism as an object of research. Communities that adhere

to a kinship system and are subject to customs and obedience to figures are seen as creating synergy among all stakeholders. Therefore, based on this, the findings are described as follows:

3.2.1 Involving the community to participate in the formulation of tourism development policies. Efforts to develop tourism areas based on smart people, various policies and government commitments are needed to be able to determine tourism areas based on *smart people*, one of the important policies to do is to build community participation in tourism areas in the sense that the government should invite the community to be involved in the process of formulating and making tourism development policies. Although it is realized that not all communities can actively participate in promoting the development of sustainable ecotourism in an area [40]. Participation from the community is a belief from the community that they can be able to participate in the form of thoughts, time, energy, and material [41]. This is very important in encouraging the growth of awareness of the village community so that they are motivated to make changes actively and towards a better direction. Besides, clean and sustainable government management is expected to be a facilitator by providing a greater role or benefit to local communities [42]. The idea of community participation in designing the development of a tourist village is that the community is involved in providing thoughts, materials to direct involvement in every development activity [43]. Based on the results of the interview, the participation space needed by the community of the Tongke-Tongke Mangrove forest tourism area is the presence of an area that has economic access for the community such as culinary, parking, toilet facilities, and a souvenir area. With the support of policies from the government on the need for space for the community, the space for public participation will be more open and make room for creativity even higher.

3.2.2 Providing technological facilities in the form of free internet to open access to information. One of the attractions of tourism areas to increase visitors or tourists requires information technology facilities as a medium for disseminating people to access tourism potential, besides that people can take advantage of these technological facilities to promote and become a source of community income in offering tourism potential such as transportation, accommodation, culinary, the openness of financing through tourism information. Technology plays a very important role in the development of a tourist destination where the community or tourism managers can take advantage of information technology as a digital-based marketing or promotion medium [44]; [45]. Digital-based marketing can be carried out by utilizing websites or social media as a new determinant that offers so many developments and opportunities that can help the tourism industry [46]. The use of social media can be alternative marketing and promotion to build relationships and images of tourist objects that are considered ancient so that they can develop and become motors of general education that have appeal [47].

3.2.3 Assistance in production and marketing activities supported by the existence of a tourism industrial area. It is hoped that the government will provide a stimulus to the community to establish a souvenir production center, tourist information center, marketing and information center for regional potential as part of the process of increasing tourist areas. In addition to providing stimulus, it is also hoped that there will be assistance activities that can encourage people to innovate in these production activities. Community assistance activities are expected to help to build awareness of tourism potential, the community assistance process can be started from community groups such as POKDARWIS, village youth organizations, and PKK in increasing the capacity of tourism Human Resources (HR), especially in increasing awareness and sensitivity of local communities. 48]. Which in the end, with the provision of human resources can carry out production and marketing activities are better.

3.2.4 Improvement the community human resources through the empowerment of potential educational backgrounds as well as development, coaching, and training. The educational background of the people in the Tongke-Tongke Mangrove Forest tourism area is very diverse, which if it can be properly optimized it will become an asset in the development of a sustainable tourism area. Therefore, it is necessary to increase human resources, especially in tourism area communities either by participating in training or workshops or the opportunity to continue their education to higher education on a tourism basis. This is in line with the 2020 Government Work Plan (Bappenas, 2019) which has five development priority targets, namely (1) human development and poverty alleviation; (2) infrastructure and regional distribution; (3) added value to the real sector, industrialization and job opportunities; (4) food, water, energy and environmental security; and (5) stability of defense and security.

3.2.5 Development of the community's socio-cultural character as an asset in their involvement in tourism development. Development of the social and cultural character of the community is very important to be maintained as well as in the tourism environment, the community is expected to be able to maintain the culture that has been adapted from generation to generation, crafts that have been cultivated with more modern creativity that come from the natural potentials that are owned and create and give a sense of security to anyone who comes to visit and will enjoy the beauty of the tourist area of the Tongke-Tongke Mangrove Forest which in the end is with the character and culture of this community. , then automatically tourism development can run as expected. Several factors can make a tourism village develop, including because it has various types of potential, namely natural potential with a typical rural environment, a social potential that has a unique community character, and the creativity of rural communities in producing crafts, as well as cultural potential with various arts and customs. owned [49].

4. Conclusion

Strategy in creating smart people to support tourism development is a step that must be taken by implementing five strategies, namely. (1) Community involvement in the formulation of tourism development policies, (2) Establishment of internet-based areas as a medium for communication in business development (3) Assistance in production and marketing activities supported by the existence of a tourism industrial area, (4) Improvement of community human resources through the empowerment of potential educational backgrounds as well as development, coaching, and training, (5) Fostering the socio-cultural character of the community as capital in their involvement in tourism development. By using this strategy, community will be created *smart* and can support the government in developing tourism which is part of regional planning and development.

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