

## Tourism and Everyday Livelihood Negotiations: A Case Study of Coastal Fishing Communities in Sulawesi

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### ABSTRACT

This study investigates how coastal fishing communities in Sulawesi negotiate everyday livelihoods amid the growth of tourism. While tourism has been promoted as a diversification strategy for small-scale fishing economies, little is known about how local households experience and interpret the interplay between traditional livelihoods and emerging tourism opportunities. Adopting a qualitative case study approach, this research draws on interviews, focus groups, and participant observation conducted in two coastal villages in South Sulawesi during 2024. The findings reveal a complex process of negotiation in which fishing families simultaneously embrace, resist, and adapt to tourism. On one hand, tourism creates new income streams through homestays, boat tours, and seafood sales, enabling some households to reduce dependence on uncertain fishing yields. On the other hand, it generates tensions related to resource competition, cultural commodification, and unequal access to benefits. Importantly, the study highlights the ways in which households navigate these changes through flexible livelihood strategies, gendered role adjustments, and community-based norms of sharing. The research contributes to tourism and development scholarship by foregrounding the lived experiences of fishing communities, offering insights into how tourism intersects with traditional economies in Indonesia's coastal regions.

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### INTRODUCTION

Coastal communities across Southeast Asia are undergoing rapid transformations as tourism expands into regions historically dependent on small-scale fisheries. Tourism is often promoted by governments and development agencies as a means to diversify rural economies, reduce pressure on overexploited fisheries, and create alternative employment opportunities (Bennett, 2016; Pegatariana et al., 2025). In Indonesia, an archipelagic nation with extensive coastlines, tourism development has been prioritized not only in well-known destinations such as Bali but also in peripheral regions including Sulawesi, Maluku, and Papua (Sunaryo & Soewondo, 2024). These shifts raise critical questions about how fishing households navigate the intersection of traditional livelihoods and emerging tourism opportunities.

The case of Sulawesi is particularly significant. Known for its coral reefs, marine biodiversity, and rich coastal cultures, Sulawesi has increasingly attracted both domestic and international visitors (Hampton & Jeyacheya, 2020). In areas such as South Sulawesi, coastal villages are experiencing new pressures as fishing resources decline while tourism infrastructure develops. Although tourism provides alternative income sources through homestays, seafood markets, or boat tours, it also brings challenges related to resource competition, cultural commodification, and unequal access to benefits. These dynamics highlight the need to examine not only tourism's economic impacts but also its social and cultural implications for fishing communities.

Existing research on tourism and livelihoods in Indonesia has largely concentrated on Bali and other established destinations (Cole, 2007). While studies in Southeast Asia have addressed fishing-tourism linkages in Thailand and the Philippines (Fabinyi, 2020; Fröcklin et al., 2018) there remains limited empirical evidence from Sulawesi, despite its growing importance as a marine tourism hub. Moreover, much of the literature relies on quantitative or policy-level analysis, with less attention to the everyday lived experiences of fishing households

as they negotiate between continuity and change. This gap is critical, as local perspectives are essential to understanding how tourism reshapes livelihoods, household relations, and community norms.

The objective of this study is therefore to explore how coastal fishing communities in Sulawesi negotiate their everyday livelihoods in the context of tourism development. By employing a qualitative case study approach, it foregrounds the voices of fishers, women, and community leaders, examining how households balance traditional fishing with tourism-related activities. Attention is given to how communities frame opportunities, navigate constraints, and adapt through livelihood diversification and collective strategies.

This study makes three key contributions. Theoretically, it extends the sustainable livelihoods framework by situating it within coastal tourism contexts, highlighting how tourism interacts with traditional economies. Empirically, it provides rare insights from Sulawesi, addressing the geographic imbalance in Indonesian tourism research. Practically, it offers guidance for policymakers and development actors seeking to design tourism initiatives that are socially inclusive, culturally sensitive, and aligned with community priorities. By situating tourism within the lived realities of fishing households, this study emphasizes the need for development models that recognize both opportunities and trade-offs in coastal transformations.

## LITERATURE REVIEW

### Coastal Livelihoods and the Sustainable Livelihoods Framework

Coastal communities in Southeast Asia have long relied on small-scale fisheries as their primary source of livelihood. Fishing provides not only income but also food security, cultural identity, and social cohesion for millions of households (Alisoy, 2024; Aminullah, 2025). However, these communities are increasingly vulnerable due to overfishing, climate variability, resource competition, and fluctuating market conditions (Béné et al., 2016). In Indonesia, where marine resources form a cornerstone of rural economies, the sustainability of fishing livelihoods has become an urgent concern. Declining fish stocks, rising operational costs, and environmental degradation have forced many coastal households to diversify their income sources beyond fisheries.

The sustainable livelihoods framework (SLF) offers a useful lens for examining how communities adapt to these pressures. Developed by Scoones (1998), the SLF conceptualizes livelihoods as strategies that draw upon a combination of human, social, natural, physical, and financial capital. It emphasizes not only income generation but also the capabilities and assets that enable households to cope with shocks and stresses. Within coastal contexts, the framework highlights how fishers balance traditional practices with diversification strategies such as aquaculture, wage labor, or tourism-related activities (Afifah et al., 2025; Allison & Horemans, 2006).

Applying the SLF to fishing communities reveals that livelihood diversification is often a necessity rather than a choice. Households turn to supplementary activities when fishing alone cannot sustain their needs, particularly during periods of resource scarcity or seasonal fluctuations (Cinner & Bodin, 2010). Tourism has increasingly been positioned as one such diversification pathway, offering opportunities to reduce reliance on declining fish stocks and expand livelihood security. Yet, as the framework suggests, the sustainability of these strategies depends on broader institutional, ecological, and cultural contexts.

By situating fishing communities within the SLF, this study underscores that tourism should not be viewed merely as an economic substitute but as part of a complex web of strategies households employ to achieve well-being. This perspective highlights the importance of examining not only economic benefits but also the social and cultural dimensions of livelihood change, which remain underexplored in Indonesian coastal contexts.

### Tourism and Livelihood Diversification in Coastal Communities

Tourism has increasingly been promoted as a pathway for livelihood diversification in coastal communities, particularly where small-scale fisheries are under pressure. The promise of tourism lies in its potential to provide new income streams, reduce dependence on fragile marine resources, and create opportunities for women and youth who are often excluded from formal fishing activities (Bennett, 2016; Cantika Yuli et al., 2025). In many coastal areas of Southeast Asia, tourism enables fishing households to supplement their earnings through homestays, seafood restaurants, handicrafts, or boat tours, creating hybrid economies where fishing and tourism coexist.

Several studies highlight the economic benefits of tourism in fishing villages. For example, Fabinyi (2020) found that in the Philippines, tourism provided households with more stable and sometimes higher incomes

compared to fishing, while also generating seasonal employment opportunities. Similarly, Fröcklin et al. (2018) reported that in Zanzibar, tourism created avenues for women to participate in the economy by selling food and handicrafts, thereby enhancing household resilience. In these cases, tourism was not seen as replacing fishing but rather as an important addition to existing livelihood portfolios.

Despite these opportunities, the integration of tourism into fishing communities also brings risks and tensions. Scholars note that tourism can create resource conflicts, particularly when marine spaces are reallocated for conservation or recreation at the expense of fishing rights (Cinner & McClanahan, 2006). Moreover, tourism development often leads to unequal distribution of benefits, with wealthier households or external investors capturing a larger share of profits, while poorer fishers are marginalized (Hampton & Jeyacheya, 2020). Seasonality and vulnerability to external shocks, such as global crises or pandemics, further complicate the sustainability of tourism-based diversification (Hall et al., 2021).

From a livelihood's perspective, these dynamics suggest that tourism is a double-edged strategy. While it may alleviate economic pressure on fishers, it also has the potential to exacerbate inequalities and undermine cultural or ecological systems if not carefully managed. For this reason, scholars advocate for community-based and participatory models of tourism that prioritize local agency, equitable benefit-sharing, and integration with traditional livelihoods (Goodwin et al., 2009).

In the context of Sulawesi, these global and regional insights highlight the importance of exploring how fishing households perceive and negotiate tourism as part of their livelihood strategies. Understanding not only the opportunities but also the risks of tourism-based diversification is crucial for designing development interventions that align with community priorities.

### Tourism and Fishing Communities in Indonesia

Indonesia's vast coastline and rich marine biodiversity have made fishing communities central to both national food security and cultural heritage. In recent decades, however, tourism has emerged as a prominent strategy for coastal development, often intersecting with the livelihoods of fishing households. Government initiatives have promoted tourism as a means to diversify income, reduce dependence on overfished resources, and attract foreign exchange (Sunaryo & Soewondo, 2024). Yet, the integration of tourism into fishing economies has produced varied outcomes across the archipelago.

In Bali, for example, fishing villages such as Sanur and Nusa Dua have been incorporated into mass tourism, with many fishers shifting into boat transport, snorkeling tours, and seafood restaurants. While this has provided new income streams, studies show that traditional fishing identities have become marginalized and conflicts over resource use have intensified (Cole, 2007). Similarly, in Lombok, coastal communities have engaged in tourism through homestays and handicrafts, but benefits have often been uneven, with external investors capturing a disproportionate share (Hampton & Jeyacheya, 2020). In Raja Ampat, Papua, eco-tourism initiatives have been developed to protect marine biodiversity while generating alternative income for fishers, yet questions remain about the inclusiveness and sustainability of such programs (Vogt, 2017).

Despite these experiences, there remains a significant research gap regarding Sulawesi, a region with some of Indonesia's richest marine ecosystems and rapidly expanding tourism infrastructure. While studies have highlighted Sulawesi's potential for diving and marine tourism (Lowe, 2014), little attention has been paid to how coastal fishing communities themselves experience tourism development. Most existing research emphasizes conservation or destination competitiveness, rather than the everyday negotiations of fishers and their households. This gap is critical because Sulawesi's coastal villages are facing both declining fish stocks and growing tourism pressures, making them emblematic of the tensions between traditional livelihoods and modern development agendas.

By examining the case of Sulawesi, this study contributes to filling this gap in Indonesian tourism scholarship. It moves beyond established sites such as Bali and Raja Ampat to highlight the lived experiences of fishers in an under-researched but increasingly important region.

### METHODOLOGY

This study employed a qualitative case study design using a narrative inquiry approach to explore how fishing households in Sulawesi negotiate their everyday livelihoods in the context of tourism development. Narrative

inquiry was selected because it focuses on how individuals construct meaning through stories, providing insights into the lived experiences of communities undergoing livelihood transitions (Riessman, 2008).

Fieldwork was conducted between May and July 2024 in two coastal villages in South Sulawesi where both small-scale fishing and tourism-related activities, such as homestays, seafood sales, and boat tours, are emerging. The sites were selected because they represent communities facing pressures from declining fisheries and expanding tourism.

Participants were identified using purposive and snowball sampling to ensure diversity across age, gender, and occupational backgrounds. The selection criteria included small-scale fishers, women engaged in tourism enterprises, youth involved in tourism-related work, and community leaders. In total, 15 participants were interviewed across the two villages.

Data collection consisted of life-history interviews, focus group discussions (FGDs), and participant observation. Life-history interviews encouraged participants to recount their experiences across time, highlighting how their engagement in fishing and tourism evolved. Each interview lasted between 60 and 120 minutes and was conducted in Bahasa Indonesia, with local dialect interpretation where necessary. FGDs (4–6 participants per group) provided insights into shared community perceptions of livelihood shifts, while participant observation during fishing trips, seafood preparation, and homestay hosting offered contextual understanding of daily practices.

To protect confidentiality, pseudonymous codes were assigned to participants. The table below summarizes their roles, gender, age, and interview dates.

**Table 1.** Participant Profiles

Participant Code	Role / Occupation	Gender	Age	Interview Date
S1	Small-scale fisher (net fishing)	Male	47	6 May 2024
S2	Fisher and part-time boat tour guide	Male	34	8 May 2024
S3	Homestay owner (fisher's wife)	Female	42	10 May 2024
S4	Seafood vendor at local market	Female	39	12 May 2024
S5	Youth employed in snorkeling tours	Male	22	14 May 2024
S6	Fisher involved in seaweed farming	Male	51	16 May 2024
S7	Community elder (former fisherman)	Male	63	18 May 2024
S8	Women's cooperative leader (handicraft)	Female	45	20 May 2024
S9	Part-time fisher, part-time driver	Male	29	22 May 2024
S10	Youth engaged in culinary tourism	Female	24	24 May 2024
S11	Fisher and informal homestay host	Male	36	26 May 2024
S12	Local NGO staff supporting tourism	Female	33	28 May 2024
S13	Fisherwoman (net mending, seafood prep)	Female	50	30 May 2024
S14	Village tourism committee member	Male	41	2 June 2024
S15	Young fisher engaged in dive guiding	Male	27	5 June 2024

Narrative inquiry guided the analysis (Clandinin, 2000). Transcripts were analyzed holistically to capture the structure and meaning of participants' stories, focusing on life trajectories, turning points, and livelihood transitions. Instead of fragmenting accounts into coded themes, the analysis retained the coherence of narratives to illustrate how participants framed tourism as opportunity, adaptation, or conflict in relation to fishing. Shared storylines were then compared across households to identify collective experiences.

Informed consent was obtained from all participants, who were assured of confidentiality and the voluntary nature of their participation. Pseudonyms and participant codes are used in presenting quotations. Village leaders were consulted before data collection, and cultural protocols were respected throughout the fieldwork.

## RESULTS

### Shifting Livelihood Pathways

Participants' life histories revealed that coastal households in Sulawesi are experiencing significant shifts in their livelihood pathways, largely driven by the pressures of declining fisheries and the simultaneous expansion of tourism. These shifts were narrated not as abrupt transformations but as gradual adaptations shaped by necessity, opportunity, and intergenerational differences.

Older fishers described how their livelihoods had once depended almost exclusively on the sea, but over time, environmental changes and reduced catches forced them to seek alternatives. S1, a 47-year-old net fisher, recalled: *"When I was young, we could fill the boat in one night. Now, sometimes we return with almost nothing. We cannot only depend on fishing anymore"* (S1, 6 May 2024). Similarly, S6, who has been fishing for more than three decades, explained how his household diversified: *"Fishing is still my main job, but I also farm seaweed because it brings faster money. Tourists sometimes want to see the farm too, so it has become part of both fishing and tourism"* (S6, 16 May 2024). These stories reflect a process of livelihood reorientation where fishing remains central but is supplemented by other activities.

Community elders emphasized that this shift represents a historical break from traditions of exclusive reliance on marine resources. S7, a 63-year-old elder, expressed both pragmatism and concern: *"We cannot stop the changes. Tourism brings money, but it is not the same as going to sea. Our children will not know the same life as us"* (S7, 18 May 2024). His account highlights how adaptation is accompanied by a sense of cultural loss.

In contrast, younger participants were more optimistic about tourism as a livelihood option, often seeing it as preferable to fishing. S15, a 27-year-old dive guide, explained: *"I used to follow my father fishing, but the income was too uncertain. Guiding divers is better; it is steady, and I meet many people. For me, tourism is the future"* (S15, 5 June 2024). S5, a 22-year-old working on snorkeling tours, similarly noted: *"I still fish sometimes, but I earn more from helping tourists. Fishing is just extra now"* (S5, 14 May 2024). These narratives reveal an intergenerational reorientation of aspirations, with younger community members valuing tourism as both a livelihood and a lifestyle.

Taken together, the accounts show that livelihood pathways in Sulawesi's coastal communities are shifting from single-resource dependence on fishing toward hybrid economies that combine fisheries with tourism and other activities. For older fishers, this shift is experienced as a reluctant necessity; for younger participants, it represents opportunity and mobility. These divergent perspectives underscore the complexity of livelihood change, where adaptation involves not only economic adjustments but also evolving identities and intergenerational tensions.

### Tourism as Opportunity

Participants described tourism as a source of new opportunities that complemented, rather than replaced, their reliance on fishing. These opportunities were expressed in three main ways: generating household income, expanding roles for women, and creating pride in showcasing local culture to visitors.

For many households, tourism provided an additional income stream that reduced dependence on increasingly uncertain fishing yields. S3, a homestay owner and fisher's wife, explained: *"My husband still goes fishing, but the money is never certain. With the homestay, we get cash every week when guests come. It helps us pay school fees on time"* (S3, 10 May 2024). Similarly, S9, who works as both a fisher and a driver, described how tourism provided flexibility: *"If the sea is rough, I do not lose everything. I can earn from driving tourists or taking them on the boat. It balances the risk"* (S9, 22 May 2024). These accounts show how tourism creates a safety net, stabilizing household income in contexts of ecological and market uncertainty.

Tourism also expanded opportunities for women to participate more actively in household economies. Several women narrated how they developed enterprises that linked domestic skills to tourist demand. S4, a seafood vendor, noted: *"Before, I only sold in the local market. Now, tourists buy directly from me and want to eat here. It gives me more income and more respect in the village"* (S4, 12 May 2024). Likewise, S8, leader of a women's handicraft cooperative, explained: *"We make mats and bags from pandan leaves. Tourists like them because they are handmade. This work gives women their own money and their own pride"* (S8, 20 May 2024). These narratives highlight how tourism can broaden women's agency, allowing them to transform traditional practices into entrepreneurial ventures.

In addition, participants emphasized the sense of pride that came from sharing their coastal culture and way of life with outsiders. S10, a 24-year-old working in culinary tourism, recounted: *“Tourists say our food is unique. When they eat it and enjoy it, I feel proud that what we make every day is special for others”* (S10, 24 May 2024). For younger participants in particular, tourism was not only a source of income but also an avenue to connect local identity with global recognition.

These stories illustrate that tourism is perceived as an opportunity to diversify income, expand women’s roles, and validate cultural heritage. While fishing continues to define household identities, tourism is increasingly valued as a complementary livelihood that provides stability and pride. For many participants, the combination of fishing and tourism represents a hybrid economy that aligns survival with opportunity.

### Household Negotiations and Gendered Roles

The expansion of tourism in Sulawesi’s coastal communities has not only diversified income but also reshaped household dynamics. Participants’ narratives revealed how tourism created new spaces for negotiation over labor, decision-making, and gendered responsibilities.

Several women described how their roles expanded beyond domestic work into income-generating activities, yet this also increased their workload. S3, a homestay owner, reflected: *“I must clean, cook, and host guests while also preparing food for my family. It is good because I earn money, but the work is doubled”* (S3, 10 May 2024). Similarly, S4, who sells seafood to both locals and tourists, explained: *“During busy times, I spend the whole day at the stall. At night I still cook for the family. My husband helps sometimes, but most people still say household work is a woman’s duty”* (S4, 12 May 2024). These accounts demonstrate how women’s participation in tourism generates both empowerment and additional burdens.

Tourism also reconfigured patterns of household decision-making. In some families, women gained more influence in financial matters because their earnings became essential. S8, leader of the women’s handicraft cooperative, stated: *“Before, men decided everything about money. Now, because women also contribute, we can join discussions and say what we want to do with the income”* (S8, 20 May 2024). In contrast, other participants reported that male relatives maintained authority, even when women contributed significantly. S13, a fisherwoman, explained: *“I mend nets and sell fish, but my husband still controls the money. Tourism gives me income, but he decides how it is used”* (S13, 30 May 2024). These differing accounts highlight how tourism reshapes power relations unevenly across households.

In some cases, tourism introduced new tensions between household members over the allocation of time and resources. For example, S11, a fisherman who also runs a small homestay, described disagreements with his wife: *“She says I should spend more time helping with guests, but I prefer to go fishing. Sometimes we argue about which work is more important”* (S11, 26 May 2024). Such narratives illustrate that tourism is not only an economic shift but also a site of negotiation where household members renegotiate priorities and roles.

Taken together, these findings suggest that tourism in coastal fishing communities transforms household dynamics in complex ways. Women often gain greater economic agency and visibility, but they also shoulder heavier workloads. Decision-making power is sometimes redistributed, yet traditional gender norms persist strongly in many families. Tourism thus operates as both a catalyst for empowerment and a source of tension within households, revealing the deeply gendered nature of livelihood transitions.

### Trade-offs and Tensions

While participants recognized tourism as a valuable complement to fishing, their narratives also revealed tensions and trade-offs that accompany livelihood diversification. These concerns centered on resource competition, unequal distribution of benefits, and fears of cultural erosion.

Several fishers explained that tourism sometimes competed directly with fishing activities, particularly in relation to marine space use. S2, who combined fishing with part-time boat tours, described the dilemma: *“Tourists want clear water and coral, but fishers need space for nets. Sometimes we cannot fish in the same areas where tourists go diving”* (S2, 8 May 2024). Similarly, S6, who farms seaweed alongside fishing, noted: *“When tourists pass by, they say the seaweed looks dirty in the water. But this is our livelihood. It creates tension between what they want to see and what we need to do”* (S6, 16 May 2024). These accounts show how competing priorities between tourism aesthetics and subsistence needs generate conflict.

Participants also expressed concern about unequal access to tourism benefits. While some households could afford to invest in homestays or boat equipment, poorer families remained excluded. S12, a local NGO worker, observed: *“Tourism here mostly benefits those who already have resources—boats, land, or houses. Small fishers often remain left behind, and this creates jealousy in the community”* (S12, 28 May 2024). This was echoed by S14, a village tourism committee member: *“We want to involve everyone, but in reality, only a few families control the businesses. Others just watch from outside”* (S14, 2 June 2024). These stories underline how tourism can reinforce inequalities rather than alleviate them.

Finally, several participants worried that expanding tourism might compromise cultural values and traditions. S7, an elder, warned: *“If young people only serve tourists, they may forget fishing skills. Then we lose our tradition. Money is good, but culture is more important”* (S7, 18 May 2024). S12 also reflected critically: *“Sometimes our dances or foods are changed just to please tourists. I worry that we are performing for them instead of keeping our real culture”* (S12, 28 May 2024). These narratives suggest that tourism is perceived as a double-edged sword: while it offers recognition, it also risks commodifying cultural practices and distancing them from community meaning.

Taken together, these accounts highlight that livelihood diversification through tourism is not an uncomplicated process. Instead, it involves trade-offs that pit economic gains against ecological, social, and cultural costs. For fishing communities in Sulawesi, tourism is both an opportunity and a source of friction, requiring careful negotiation at individual, household, and community levels.

## DISCUSSION

This study explored how fishing communities in South Sulawesi negotiate everyday livelihoods as tourism becomes increasingly integrated into coastal economies. By adopting a narrative inquiry approach, the research foregrounded community voices and revealed how tourism is simultaneously embraced, resisted, and adapted to in the context of declining fisheries. The findings contribute to broader debates on livelihood diversification, gender dynamics, and the cultural implications of tourism in small-scale fishing communities.

The results showed that fishing households are moving toward hybrid economies that combine fishing with tourism and other supplemental activities. This echoes global literature suggesting that diversification is a key strategy for small-scale fishers facing ecological and economic uncertainty (Allison & Horemans, 2006; Béné et al., 2016). Older fishers viewed this transition as a reluctant adaptation, whereas younger participants interpreted tourism as a more desirable livelihood pathway. This intergenerational contrast aligns with Fabinyi, (2020), who found that youth in the Philippines often prioritize tourism or service work over traditional fishing due to its perceived stability and prestige.

Participants narrated tourism as an important opportunity to stabilize household income and enhance community pride. These findings support Torres & Momsen (2011), who argue that tourism offers fishers access to premium markets while creating alternative employment options. Women’s participation in culinary and handicraft enterprises is consistent with Fröcklin et al. (2018), who showed how tourism enables women in Zanzibar to enter the cash economy. However, while tourism expanded women’s economic agency, it also increased their workload, a duality also noted in gender-focused tourism research (El Badriati et al., 2022; Scheyvens, 1999).

The study highlights how tourism reshapes household labor divisions and decision-making power. Women’s contributions to household income sometimes translated into greater financial influence, but traditional norms often persisted. These findings align with Cole (2007) work in Bali, where women gained visibility through tourism yet continued to shoulder disproportionate domestic responsibilities. The Sulawesi case underscores the importance of analyzing livelihood change not only at the economic level but also within household negotiations of power and gendered roles.

Tourism was also narrated as a source of conflict, particularly regarding marine space competition, inequality, and cultural commodification. These tensions mirror findings from Southeast Asia, where tourism can exacerbate inequalities and marginalize poorer households without sufficient resources to invest (Hampton & Jeyacheya, 2020). The concerns about cultural erosion highlight the ambivalent nature of tourism’s recognition: while cultural practices gain visibility, they risk being reshaped for external consumption. This tension echoes postcolonial critiques of tourism that warn against reducing culture to a spectacle (Cheong & Miller, 2000).

Theoretically, this study extends the sustainable livelihoods framework Scoones (1998) by illustrating how tourism is integrated into fishing communities as both a buffer against uncertainty and a site of negotiation over identity and power. It shows that diversification strategies are not purely economic decisions but also cultural and generational processes. Empirically, the study contributes new insights from Sulawesi, a region often overlooked in Indonesian tourism scholarship, which has focused more heavily on Bali, Lombok, and Raja Ampat. Practically, the findings suggest that policies promoting tourism in coastal areas must consider how benefits are distributed, how gender roles are affected, and how cultural integrity can be preserved. Strengthening cooperatives, supporting women's enterprises, and ensuring equitable access to resources are essential for tourism to genuinely complement fishing livelihoods.

## CONCLUSION

This study has examined how fishing communities in South Sulawesi negotiate livelihood transitions in the context of tourism development. The narratives revealed a complex interplay of adaptation, opportunity, and tension. While older generations often viewed tourism as a reluctant necessity amid declining fish stocks, younger participants perceived it as a pathway to stability, mobility, and pride. Tourism created new opportunities for household income diversification, women's participation, and cultural recognition, yet it also generated trade-offs through resource competition, unequal benefits, and risks of cultural commodification. By applying a narrative inquiry approach, this research underscores that livelihood diversification is not merely an economic adjustment but also a process of negotiation embedded within gender relations, household dynamics, and intergenerational shifts.

Theoretically, the findings extend the sustainable livelihoods framework by highlighting tourism as a site of cultural and social transformation as much as economic diversification. Empirically, the study contributes original insights from Sulawesi, addressing the geographic imbalance in Indonesian tourism research. Practically, it suggests that policies promoting tourism in fishing communities should prioritize equitable benefit-sharing, support women's entrepreneurship, and safeguard cultural authenticity alongside economic goals.

Nevertheless, this study has limitations. Its focus on two coastal villages and a relatively small sample size may limit generalizability. Future research could expand to other regions of Sulawesi or conduct comparative studies across Indonesia's diverse coastal contexts. Longitudinal approaches could also explore how tourism's impacts evolve over time, particularly in response to ecological change or global shocks such as pandemics.

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## Data Availability

The data could be made available upon reasonable request to the corresponding author.

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