



Application of the Pentahelix Model in Increasing Tourist Visits to the Tempe Lake Festival in Wajo Regency

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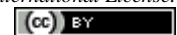
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Abstract

This study examines the implementation of the Pentahelix model in increasing tourist visits to the Tempe Lake Festival in Wajo Regency. The Pentahelix model involves collaboration between five key sectors: government, academia, business, media, and the local community. These sectors work together to enhance the festival's organization and to promote it to a wider audience. The research adopts a descriptive qualitative approach, using data collected from observations, interviews, and literature reviews. The findings reveal that the application of the Pentahelix model has significantly impacted tourist numbers by promoting synergy among stakeholders. The government's role is essential in providing infrastructure, managing logistics, and ensuring that the festival is promoted at the national level. Local businesses, particularly those in the hospitality and culinary sectors, benefit economically by participating in the festival, providing services and products that appeal to tourists. These businesses help create a more immersive experience for visitors by offering local goods such as traditional foods and crafts. The local community is also deeply involved, participating in cultural performances and activities that showcase the rich heritage of the region, making the festival more engaging and authentic for tourists. Academics contribute through research on cultural-based tourism development, which helps improve the festival's overall design and sustainability. Media outlets, both digital and traditional, play a crucial role in promoting the festival, increasing its visibility, and drawing tourists from various regions. Despite these positive outcomes, the festival still faces challenges, such as weather-related disruptions and accessibility issues. It is recommended that infrastructure be improved and that festival activities be diversified to ensure greater resilience to environmental conditions. This research provides a valuable model for the application of the Pentahelix approach in tourism development and serves as a reference for future collaborative efforts in other regions.

Keywords: Pentahelix Model, Tourism Development, Tempe Lake Festival, Stakeholder Collaboration, Tourism Sustainability.

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1. Introduction

Tourism is one of the strategic sectors in the economic development of a region. Wajo Regency, located in South Sulawesi, has great potential for the development of this sector, especially with the presence of Tempe Lake which is one of the leading tourist destinations in the area. However, the existing tourism potential has not been optimally utilized, so a strategy is needed to increase the number of tourist visits. One of the steps taken by the Wajo District Government is the organization of the Tempe Lake Festival, an annual event that combines cultural attractions, sports, culinary, and various other activities that reflect local wealth. The organization of this festival is expected to increase the attraction of tourists, both domestic and foreign, and support the economic development of the surrounding community.

The application of the Pentahelix model in tourism management, especially in organizing the Tempe Lake Festival, is an innovative step that combines five main elements, namely Government, Academia, Business, Community, and Media. This model is designed to create synergy between stakeholders, so that the festival can be organized more effectively and sustainably. The role of the Government in this model is very important, especially in terms of regulation, infrastructure provision, and coordination between parties [1]. The Wajo District Government has taken concrete steps by supporting the implementation of the Lake Tempe Festival through various policies and promotions, both at the local and national levels.

Academics play a vital role in shaping the future of the festival by introducing new concepts and innovations that help improve the overall experience for visitors [2]. Through rigorous research, they explore the potential of cultural-based tourism and propose strategies that can enhance the appeal of Tempe Lake as a must-visit destination. This research often involves assessing the region's cultural assets, traditions, and historical significance, allowing for a more tailored approach to developing tourism that resonates with both local

communities and international visitors. Their findings provide festival organizers with data-driven insights that help shape the design and execution of the event. Academic research supports the development of sustainable tourism practices. By analyzing the impacts of tourism on local culture and the environment, scholars can offer recommendations for preserving cultural heritage while simultaneously promoting tourism growth [3]. This balance is crucial, as it ensures that the festival not only generates economic benefits but also respects and maintains the cultural integrity of the community. Through collaboration with local authorities and stakeholders, academics can help implement sustainable initiatives, such as eco-friendly tourism activities, cultural preservation programs, and community-led tourism models that benefit both visitors and residents [4]. Their contributions to tourism strategy, academics also help enhance the festival's educational aspect. Many researchers and scholars actively engage with festivalgoers, offering workshops, lectures, and interactive sessions that highlight the rich cultural traditions of the region. These educational experiences not only deepen visitors' understanding of the local culture but also foster a greater appreciation for the uniqueness of Tempe Lake as a cultural destination. By involving academics in the festival, organizers can create a richer, more meaningful experience for visitors, which in turn helps to elevate the festival's status as a premier cultural event in the region.

Businesses play a pivotal role in the success of the festival, particularly in providing essential tourism services and products that enhance the overall experience for visitors. The hospitality industry, including hotels, guesthouses, and restaurants around Tempe Lake, benefits directly from the influx of tourists during the festival. Many businesses are encouraged to collaborate with festival organizers to create packages or special offers that attract more visitors, thereby increasing the economic impact of the event. This collaboration ensures that businesses remain integral to the festival, contributing not only to the financial success of the event but also to the satisfaction of the tourists who attend. Furthermore, local businesses, particularly those in the culinary and craft industries, are given a platform to showcase their unique products. From traditional Bugis cuisine to handmade crafts, businesses have the opportunity to present their offerings to a broader audience. This not only increases their sales during the festival but also raises awareness of the region's local products. By participating in the festival, businesses help promote the cultural identity of the area, making the event not just a celebration of arts and culture but also a marketplace for local goods [5]. This interaction between businesses and tourists helps strengthen the local economy and increases the visibility of the region's distinctive cultural assets. In addition to the economic benefits, the festival also creates employment opportunities for local communities. Many businesses require additional staff during the festival to meet the higher demand for services, offering temporary work to local residents [6]. This increase in employment helps address local unemployment challenges, even if only for the short term, while also providing skills and work experience for community members. The involvement of local businesses in the festival thus has a multiplier effect, contributing to the overall development of the local economy, and ensuring that the economic benefits of tourism are shared more broadly across the community [7].

Local communities are a crucial component of the Pentahelix model, playing an integral role in the success of the festival. The residents around Tempe Lake take an active part in organizing and participating in various activities, such as the ornamental boat races, traditional art performances, and local culinary exhibitions. This involvement allows them to share their rich cultural heritage with visitors, offering a unique, authentic experience that showcases the vibrant traditions of the region. By being actively engaged, the community ensures that the festival remains rooted in local customs, making it not only a tourist attraction but also a celebration of their way of life [8]. Moreover, the community's role extends beyond merely participating in the events; they act as custodians of the region's cultural heritage. Many of the traditions and performances presented during the festival have been passed down through generations, and the community plays a key role in preserving and showcasing them. Their involvement guarantees that these traditions continue to thrive in the face of modernization and globalization, while also enriching the festival with a sense of authenticity and pride. This guardianship of local culture helps the festival stand out as a genuine cultural experience, fostering a deeper connection between tourists and the local people. The media, both traditional and digital, also plays an indispensable role in the promotion of the festival, ensuring that it reaches a wider audience [9]. By disseminating information about the event through print, electronic, and digital platforms, the media helps raise awareness of the festival and the tourism potential of Tempe Lake. The coverage attracts tourists from various regions, eager to experience the cultural richness and beauty of the lake. Media promotions, such as social media campaigns, TV broadcasts, and newspaper articles, are key drivers in boosting festival attendance, contributing to its overall success and growing reputation as a premier cultural event in the region.

Although the implementation of the Tempe Lake Festival has shown positive results in increasing tourist visits, there are still some challenges that must be faced. One of the main challenges is the unpredictable weather, which can affect the implementation of the event, especially outdoor activities. In addition, accessibility to the festival location also needs to be improved, so that tourists can reach Tempe Lake more easily. To face these challenges, the government and related parties need to strengthen tourism supporting infrastructure, including

road improvements and public facilities around Tempe Lake. In addition, diversification of festival activities is also needed, by adding events that do not depend on weather conditions.

The implementation of the Pentahelix model in organizing the Tempe Lake Festival has had a significant impact in strengthening inter-stakeholder collaboration and improving the quality of the event. This collaboration is expected to continue and become a model applied in other festivals in Indonesia. Thus, this study aims to evaluate the application of the Pentahelix model in increasing tourist visits at the Tempe Lake Festival. The results of this study are expected to contribute to the development of collaboration-based tourism strategies, as well as become a reference for other regions that want to develop tourism through a similar approach.

2. Research Methods

This research uses a qualitative descriptive approach to describe the phenomenon of the application of the Pentahelix model in organizing the Tempe Lake Festival in Wajo Regency and its impact on tourist visits. The descriptive qualitative approach was chosen because it allows researchers to deeply understand the involvement of various stakeholders involved in the festival, such as government, academia, business, community and media, and evaluate how this collaboration model contributes to tourism development.

The research location was centered in Wajo Regency, South Sulawesi, specifically in the area around Tempe Lake as the main venue for the Tempe Lake Festival. This location was chosen because Tempe Lake is one of the leading tourist destinations that has great potential in attracting tourists, both domestic and international. The research was conducted over a period of six months, from March to August 2024, allowing researchers to collect data before, during, and after the festival.

The data collected in this study consisted of primary and secondary data. Primary data was obtained through in-depth interviews with parties involved in organizing the festival, such as local government, business actors, academics, media, and local communities. In addition, researchers also conducted direct observations during the festival, and distributed questionnaires to tourists and local communities to find out their perceptions about the organization of the festival. Secondary data was collected from official government documents, reports from the Tourism Office, scientific articles, and literature relevant to the research topic.

The data collection techniques used included interviews, observations, questionnaires, and literature studies. Interviews were conducted with key figures in the implementation of the festival to obtain in-depth information about the role of each Pentahelix element. Observations were made to see the direct interaction between stakeholders during the festival, while questionnaires were distributed to tourists to measure the impact of the festival on their experience. Literature study was used to compare the research results with relevant literature.

Once the data was collected, it was analyzed using the qualitative data analysis method according to Miles and Huberman. The steps in this analysis include data reduction, data presentation, and conclusion drawing. The data that has been collected is reduced to focus the analysis on aspects that are relevant to the research objectives. The data that has been reduced is then presented in the form of narratives or tables to facilitate interpretation. Finally, conclusions were drawn based on the findings obtained from various data sources.

To ensure data validity, researchers used source triangulation techniques by comparing data obtained from interviews, observations, and questionnaires. Thus, this research is expected to provide a comprehensive understanding of the application of the Pentahelix model in organizing the Tempe Lake Festival and its impact on increasing tourist visits in Wajo Regency.

3. Results and Discussion

Research Results

This research produced several findings related to the application of the Pentahelix model in organizing the Tempe Lake Festival in Wajo Regency. Based on the results of interviews, observations, and questionnaires distributed to respondents, it was found that the application of this model has played a significant role in increasing tourist visits. The Pentahelix model involves five main elements, namely the government, business actors, academics, media, and the community, who collaborate in organizing this festival.

a. Increase in Tourist Visits

Data obtained from the Wajo Regency Youth, Sports and Tourism Office shows that over the past four years, the number of tourist visits has increased significantly. Table 1 shows data on tourist visits from 2020 to 2023, where the number of visits in 2023 reached 347,416 people, a drastic increase from 26,975 people in 2020.

Table 1. Tourist Visit Data from 2020 - 2023

Year	International Tourists	National Tourists	Total
2020	88	26.887	26.975
2021	0	29.222	29.222

2022	513	38.879	39.392
2023	2011	345.405	347.416

Table 1 shows a significant upward trend in the number of visits during the Tempe Lake Festival from 2020 to 2023. In 2020, the total number of visits reached 26,975, mostly from domestic visitors. 2021 saw a slight increase despite no foreign visits, likely due to travel restrictions due to the COVID-19 pandemic. The dramatic increase in 2022 with 39,392 visitors shows the post-pandemic recovery and the possible effects of more effective promotional strategies.

In 2023, the festival recorded its highest ever number of visits with a total of 347,416 visitors, consisting of 2,011 overseas visitors and 345,405 domestic visitors. This surge can be attributed to several key factors:

- 1) Intensive Promotion Strategy: The increase in visitation in 2023 was most likely influenced by a more aggressive and integrated promotional strategy. Local and national media played an important role in increasing the visibility of the festival through a broader promotional campaign focused on attracting visitors from different regions and countries.
- 2) Infrastructure Changes: Infrastructure improvements, such as road access to the festival site and improved public facilities, contribute to a better experience for visitors. The construction of adequate roads and supporting facilities may have reduced accessibility issues and increased convenience, which in turn positively influenced tourists' decision to visit the festival.
- 3) Event Quality: Improvements in event quality, including the addition of engaging activities and the development of event facilities, also contributed to the surge in visitor numbers. Improving the visitor experience through organizing more diverse and quality events can attract more tourists.

b. Local Economic Impact of the Festival

The 2023 Lake Tempe Festival had a significant economic impact on the local community. During the festival, sales of local products, such as silk fabrics and Wajo culinary specialties, increased substantially, with reports of revenue increases of up to 50% from participating MSMEs. The festival also creates temporary jobs in services and transportation, providing additional income for local residents. A comparison with similar festivals in other regions, such as the Bali Arts and Culture Festival, shows that while the Lake Tempe Festival has great potential, there are opportunities to improve the sustainability of the economic impact. The Bali Festival, for example, has a wider and more sustainable impact throughout the year, due to more effective management and promotion strategies.

The 2023 Tempe Lake Festival had a significant economic impact on the local community of Wajo Regency, particularly through increased sales of local products such as silk fabrics and culinary specialties that reported a 50% increase in income, as well as temporary job creation in the services and transportation sectors. The festival also encourages other economic activities, including lodging and entertainment services, which overall improves the economic well-being of local communities. As such, the festival serves as a driver of local economic growth, underscoring the importance of cultural events in strengthening regional economies

c. The Role of the Government

The government's role in organizing the Tempe Lake Festival is not only limited to regulatory support and infrastructure provision, but also includes a strategic role in promotion and enhancing the attractiveness of the festival. The Wajo District Government, through the Tourism Office, strives to make the Tempe Lake Festival an annual tourism icon that can attract domestic and foreign tourists. One important step taken was to include the festival in the Nusantara Event Calendar (KEN), which significantly increased the festival's exposure at the national level and expanded the scope of promotion outside the region. With the inclusion of the festival in the KEN, the government hopes to create a new attraction for tourists looking for cultural and nature-based tourist destinations.

In addition, the government also plays a role in facilitating inter-stakeholder coordination through the Pentahelix approach. Through this approach, the government not only functions as a regulator, but also as a facilitator that connects businesses, academics, media, and the community. The government's role as a coordinating center is crucial to ensure that all parties involved in organizing the festival can collaborate effectively. The government also provides space and support for MSMEs to participate in the festival, which not only boosts the local economy, but also strengthens the image of Wajo District as a community-based tourism destination.

The Wajo District Government has also made efforts to improve and strengthen tourism-supporting infrastructure, such as improving road access to Tempe Lake, adding public facilities, and better transportation management during the festival. These measures aim to ensure that tourists can enjoy the festival comfortably, as well as improve the overall tourist experience. Thus, the government's role in the Tempe Lake Festival focuses not only on the organizing aspect of the event, but also on long-term sustainable development, which is expected to support tourism growth in Wajo District and attract more tourists in the future.

d. Business Participation

The participation of businesses, especially the Micro, Small and Medium Enterprises (MSMEs) sector, plays a very important role in the success of the Lake Tempe Festival. MSMEs participating in this festival not only promote local products, such as Wajo silk fabrics, traditional food, and various handicrafts, but also provide a unique experience to tourists who come. With the availability of MSME booths scattered in the festival area, tourists can enjoy and take home typical Wajo products as souvenirs. The involvement of MSMEs in this festival not only increases the recognition of local products, but also strengthens the cultural identity of Wajo Regency.

From an economic perspective, the presence of MSMEs in the festival directly impacts on increased income for business actors. With thousands of tourists visiting, both domestic and foreign, the turnover of business actors increased significantly during the festival. This is in line with the government's goal to make the Tempe Lake Festival a community-based economic development tool, where local communities, through MSMEs, can gain direct economic benefits from tourism. The festival also provides opportunities for MSMEs to expand their business networks and introduce their products to a wider market.

In addition to the direct economic impact, the participation of MSMEs in the Tempe Lake Festival also supports long-term economic development in Wajo District. With more and more businesses involved in the festival, the presence of MSMEs is getting stronger as a pillar of the local economy. The festival serves as a platform for businesses to innovate and improve the quality of their products, while increasing their competitiveness in the market. This is not only beneficial for MSME players, but also for Wajo District as a whole, as the festival helps create a more inclusive and sustainable economic ecosystem.

e. Academics Involvement

The involvement of academics in organizing the Lake Tempe Festival demonstrates the important role of education in research and evaluation-based tourism development. Academics from various universities in South Sulawesi contributed by conducting in-depth research on aspects that can improve the quality of the festival, including cultural attractiveness, tourist experience, and local community involvement. This research became an important foundation for festival organizers to design more effective strategies to increase the appeal of Tempe Lake as a tourist destination. Academics' contributions allow organizers to better understand the needs of tourists and design programs that are in line with modern tourism trends.

Research conducted by academics often focuses on identifying potentials that have not been maximized in festivals. For example, the cultural appeal of local communities is one of the main topics researched. Academics examine how local culture can be promoted more widely and attract tourists from outside the region. The results showed that tourists are not only looking for a visual experience, but also want to interact directly with local people, learn traditions, and experience daily life around Tempe Lake. This knowledge helps festival organizers to create more interactive programs, such as art and cultural workshops that involve tourists directly.

In addition, academics also evaluate the implementation of the festival from year to year, providing feedback based on their empirical findings. This evaluation covers aspects of logistics, event programs, and marketing effectiveness. Academics play a role in providing recommendations on how the festival can be better in the future, especially in attracting more domestic and international tourists. With data-based input, organizers can make more targeted improvements, such as improving tourist facilities, expanding promotions to potential areas, and improving event management.

The role of academics is not only limited to research and evaluation, but also to the training of local human resources involved in the festival. Through various community service activities, academics participate in building the capacity of local communities, both in terms of event management and in improving the quality of local products exhibited at the festival. Thus, academics not only contribute to the development of short-term strategies, but also to long-term sustainable development, by strengthening the capacity of local communities and businesses to face future tourism challenges.

f. Role of Media

The role of media in organizing the Lake Tempe Festival is crucial, especially in terms of promotion and increasing public awareness of the festival. Through various digital and print platforms, information about the festival is widely disseminated, both locally and nationally. Social media, such as Instagram and Facebook, play a central role in attracting tourists, especially the younger generation who are more responsive to visual and interactive content. The use of social media allows festival organizers to reach a wider audience quickly, and provide the latest updates on events, attractions, and various activities offered during the festival.

Promotion through social media not only increases the visibility of the festival, but also allows direct interaction between organizers and potential tourists. Social media users can participate in discussions, share their experiences, and provide feedback that is useful for the development of the festival in the future. By utilizing the power of visuals and storytelling, social media successfully presents the aesthetic appeal of Lake Tempe and the cultural events held, thus increasing the interest of tourists to come and experience the

festival firsthand. The younger generation, which is one of the largest segments of tourists, is highly influenced by trends on social media, and this is an effective promotional strategy to attract them.

In addition to social media, print and electronic media, such as local newspapers and television, also play a role in raising the profile of the Tempe Lake Festival. These media serve as communication tools that reach people who may not be active on digital platforms. Coverage of the festival by local and national media provides wider exposure, attracting tourists from outside the region and even internationally. This combination of digital and traditional media has proven effective in increasing the number of tourist visits, and confirming the position of the Tempe Lake Festival as one of the most anticipated annual cultural events in South Sulawesi.

g. **Community Involvement**

The involvement of local communities in organizing the Tempe Lake Festival plays a key role in maintaining the sustainability of the event and strengthening the cultural identity of Wajo Regency. The community is directly involved in various activities, such as decorated boat competitions, art exhibitions, and cultural performances. This active participation is not only as spectators, but also as key actors in maintaining and promoting local traditions. With this involvement, the community has the opportunity to share their cultural heritage with tourists, while creating a more engaging, authentic experience for visitors.

The Tempe Lake Festival is not only an entertainment event for the community, but also serves as a platform to maintain the sustainability of local culture. Through activities such as traditional dance performances, handicrafts, and decorated boat competitions, the community can introduce the richness of Bugis culture to tourists from various regions. This helps preserve traditions that may have begun to be forgotten, while also raising the community's sense of pride in their cultural heritage. This involvement has a long-term positive impact, where the younger generation who participate in the festival are also invited to learn and inherit local culture.

In addition, community involvement in this festival creates significant economic opportunities for the local population. With the increasing number of tourists coming, the need for tourism services increases, such as accommodation, transportation, and culinary. Local people can take advantage of this opportunity by opening small businesses or providing services for tourists. The festival has a direct economic impact, creating temporary jobs for local residents and increasing revenue from the tourism sector. Thus, community involvement not only strengthens the cultural aspect, but also contributes to improving the economic welfare of the region.

Discussion

The application of the Pentahelix model in organizing the Tempe Lake Festival has proven to be an effective strategy in increasing the number of tourist visits and the economic impact on local communities. Pentahelix is a collaborative model involving five main elements, namely government, business actors, academics, media, and the community [10]; [11]. In the context of tourism, collaboration between various parties is considered important to create a sustainable tourism ecosystem and be able to attract tourists from various segments. The results of this study strengthen the findings of Jiang & Ritchie [12], which states that the success of a tourism event is greatly influenced by strong synergy between the government and other stakeholders.

The role of the government in organizing the Tempe Lake Festival is very dominant, especially in terms of regulation and provision of infrastructure that supports the festival. The Wajo Regency Government has succeeded in making this festival part of the Nusantara Event Calendar (KEN), which provides national exposure to the festival. This is in line with research conducted by Liu et al. [13], which shows that the role of the government in promoting tourist destinations, both nationally and internationally, is very important to increase tourist visits. With the inclusion of the Tempe Lake Festival in KEN, visitors from outside the region and abroad are more interested in attending this festival.

Business actors, especially the MSME sector, also benefit greatly from the organization of this festival. The involvement of MSMEs in the festival not only increases turnover for local business actors, but also creates jobs for the local community. This finding is consistent with previous research by Putri et al. [14], which found that tourism events can be a catalyst for local economic growth by creating business opportunities and strengthening the MSME sector. In the context of the Tempe Lake Festival, MSMEs play an important role in providing local products that are attractive to tourists, such as silk cloth and traditional food.

The contribution of academics to the development of this festival is very valuable. Academics provide input through research and evaluation of the organization of the festival, which is then used to develop more effective tourism development strategies. For example, research conducted by several local universities on local cultural attractions has helped the government and business actors in designing more attractive attractions for tourists. This is in line with Marasco et al. research [15], which shows that collaboration between academics and the tourism industry can produce innovations that encourage the growth of this sector.

The media plays a key role in promoting the Tempe Lake Festival. Social media such as Instagram, Facebook, and YouTube have become effective tools to attract tourists, especially the younger generation. The results of

this study support the findings put forward by Arasli et al. [16], who stated that social media is an effective platform to promote tourist destinations and tourism events, because it allows direct interaction between event organizers and potential tourists. The increase in tourist visits by 30% compared to the previous year shows that the digital marketing strategy carried out through social media has succeeded in reaching a wider target audience. The local community also plays an important role in the success of this festival. Their involvement in various activities, such as decorated boat races and cultural arts performances, not only strengthens social relations within the community but also preserves local culture. The active participation of the community in this festival activity is in line with the theory of community participation in tourism, which states that the involvement of the local community is very important for the sustainability of cultural festivals. This is also supported by research conducted by Stankova & Vassenska [17], which found that cultural festivals involving the local community tend to be more sustainable and have a greater positive impact on the local economy.

Although the implementation of the Pentahelix model at the Tempe Lake Festival has shown positive results, there are several challenges that need to be overcome. One of the biggest challenges is unpredictable weather conditions. In 2023, flooding caused by overflowing water from the surrounding area disrupted several festival activities. Unpredictable weather conditions are an obstacle that is often faced by festivals that take place in open spaces. Radović & Iglesias research [18] also highlighted that weather is one of the biggest risk factors in organizing outdoor tourism events, and therefore, better risk mitigation strategies are needed.

In order to improve the sustainability of the festival, the organizers plan to add supporting events, such as the Silk Princess Election Festival, which is expected to broaden the festival's appeal and attract different tourist segments. This innovation is consistent with the findings put forward by Rivera et al. [19], which show that diversifying attractions and activities in a festival can increase the appeal and extend the life cycle of the festival. The successful implementation of the Pentahelix model at the Tempe Lake Festival also opens up opportunities for implementing similar strategies in other areas. This study provides new insights into how collaboration between the government, business actors, academics, media, and the community can have a significant impact on the development of culture-based tourism. Thus, these findings are expected to be a reference for other areas that want to develop cultural festivals through a collaborative approach such as Pentahelix.

Overall, the results of this study indicate that the Pentahelix model has made a significant contribution to the success of the Tempe Lake Festival. Collaboration between various stakeholders is able to create strong synergy in managing the festival, which in turn has a positive impact on the number of tourist visits and local economic growth. Although there are several challenges, such as weather conditions, the commitment to continue to innovate and improve infrastructure is the key to the sustainability of this festival in the future.

4. Conclusion

The implementation of the Pentahelix model in organizing the Tempe Lake Festival has proven successful in increasing the number of tourist visits and supporting local economic growth in Wajo Regency. Collaboration between the government, business actors, academics, media, and the community creates a strong synergy, where each element plays a significant role in organizing the festival. The government plays a role in regulation and providing infrastructure, while business actors, especially MSMEs, use the festival as an opportunity to promote local products, which contributes to increasing turnover and creating jobs for the local community.

In addition, academics contribute through research that supports the development of the festival, while the media plays an important role in promoting the festival to tourists through various digital platforms. The active involvement of local communities in various festival activities, such as decorated boat competitions and art performances, maintains cultural sustainability and strengthens social relations within the community. The results of this study indicate that good collaboration between stakeholders, as applied in the Pentahelix model, can be an effective strategy in managing culture-based tourism.

However, there are several challenges that need to be overcome, such as unpredictable weather conditions, which have disrupted the implementation of the festival. To maintain the sustainability of the festival in the future, innovation in diversifying attractions and improving infrastructure needs to be continued. Overall, the Tempe Lake Festival is an example of the successful implementation of the Pentahelix model in tourism development and can be a reference for other regions that want to develop collaboration-based tourism.

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