

Alternative Tourist Attraction of Makassar City

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Abstract: This research is intended to examine the creation of alternative tourism attractions in Makassar. This research is qualitative research and becomes informant that is Mayor of Makassar, Head of Tourism and Creative Economy, Head of Sub-District of Makassar, Chairman of BPD PHRI South Sulawesi, Chairman of DPD ASITA South Sulawesi, and society. Data were collected through observation, interviews, and documentation. Data analysis technique is done by qualitative descriptive analysis that is data reduction, data presentation, and conclusion or verification. The result of the research shows that the implementation of the policy of Makassar Notdirty (MTR) in which there is Garden Lane program has been able to change some aisles or alleys to be cleaner, healthier and attractive to visit, especially in Makassar Sub district, but the change has not been able to create tourist attraction alternative. The recommendation of this research is the need to observe the principles of tourism attraction management to follow up the Garden Lane program and will eventually create an alternative tourism attraction in Makassar City.

Keywords: Makassar Not Dirty, Garden Lane, Community Based Tourism

Date of Submission: 14-08-2018

Date of acceptance: 30-08-2018

I. PRELIMINARY

Tourism development or the addition of tourist destinations done by the local government and sometimes been done by holding the private sector as a financier. So far, the concept of tourism development still focuses on the management of attractiveness by giving priority to the business aspect and tends not to involve the local community. Sustainable tourism development makes the city as the main actors and can be a means of meeting social, environmental and economic needs.

Makassar City as one of the destinations that have natural and cultural potential that is very attractive for tourists. The government has tried to manage and package the possibility of such an attraction to attract tourists to visit the city of Makassar. The number of visits to Makassar until August 2017 reached 11,548 visits (BPS Makassar, 2018). Currently, Makassar is only used as a stopover before tourists continue their journey to Toraja, North Toraja, Bulukumba, and Selayar.

The inability of Makassar City to attract tourists to stay longer due to the absence of objects and alternative tourist attraction in the center of the city of Makassar other than those that have been there (Fort Rotterdam, Chinatown, Somba Opu Fortress, Tallo Tallo Tombs, and others). On the other hand, the city of Makassar is also filled with the general problems of big cities, (urbanization, garbage, crime, and slums). For that, we need a breakthrough to create urban tourism, need to create a place where the visitors or tourists who arrive in the city of Makassar will spend more time in the city of Makassar.

The Policy of Makassar Not Dirty initiated by the Government of Makassar City based on the Decree of Mayor of Makassar. 660.2/1087/Kep/V/2014 on Regional Division of Local Work Unit Unit (SKPD) Implementation of Makassar Movement Program Ta 'No Dirty (Fond MTR) Makassar City, one of the contents of the decision is the Garden Lorong activity, an effort to re-arranging the alleys in the city of Makassar to be more livable and economic value for people who live in every hallway.

The pattern of development of existing tourist attraction in general still intended for general tourism development as well and not yet maximize community-based tourism. Makassar city has a tourist attraction that can be managed well by the community to be able to move the economic sector of the local community. Garden Lane activities in addition to be triggered the emergence of new attractions in Makassar also will eventually

become a pattern of sustainable tourism development through community involvement in full or commonly called community-based tourism.

The main problem that hampers sustainable tourism is that community-based tourism is still viewed as a discourse without individual planning and implementation through a comprehensive strategy. Goodwin and Santilli (2009) pointed out that many activities related to tourism in developing countries have not been widely identified, so the benefits that should be accepted by society are still not qualified. Therefore, Makassar City requires an effective strategy to develop the Garden aisle as an alternative tourist attraction based on the community. With the right plan, the policy of tourism development will be appropriate also considering the city as the main actors, especially the Garden Lane tourism attraction that has the potential to become an effort to develop community-based tourism destinations.

In particular, community-based tourism development strategies are still inadequate in developing countries. In addition, community-based tourism is mostly aimed at sustainable tourism development in rural tourism (rural tourism) and is still rarely developed in the context of urban tourism (urban tourism). For example, Adler et al (2013) consider that community-based tourism is synonymous with rural tourism that generally involves small-scale interactions between visitors and host communities. Lansing and Vries (2007) provide a discourse that, the sustainability of tourism development will occur if tourism development can be implemented practically through appropriate strategies. Sherlock (1999) also provides the view that, ground-based studies will help demonstrate the relationship between horizontal forces and vertical forces in a tourism destination, and between marginalized people and the metropolis.

If linked between the policy of Makassar notDirty (MTR) especially Garden Lane program initiated by the Government of Makassar with the concept of development of tourism destinations in general, such as the concept of cleanliness and beauty, still needed the arrangement of cleanliness and beauty of a hall if we want the creation of Community Based Tourism Development or Tourism Community Based Tourism (CBT), as well as with the development of sustainable tourism or Tourism Sustainability Development (TSD).

Based on the above explanation, this research focuses on the utilization of Garden Lane program as an effort to create a new tourist attraction by involving the community as the main actors in Makassar City.

II. LITERATURE REVIEW

1. Theory of Urban Development

The purpose of the development of a region is to improve the quality of life and provide opportunities and sustainability Venkataraman, (2010: 93). Three aspects of sustainability must be handled simultaneously in urban development is economic, social and environmental (Venkataraman, 2010: 93).

Chao et al (2008: 297) asserted that public investment could be infrastructure, education, technical and vocational training, health facilities and research and development. Sustainability is one of the most important factors in the development of a city. The sustainability is closely related to land use and environmental protection. This is reinforced by Strzelecka (2008: 246) that consistent legal principles are fundamental to the sustainability of development in regards to land use and environmental protection.

Suzanne and Dustin (2013: 86) affirm that, in partnership between the government and the private sector, some local governments participate in the construction of critical public infrastructure, and others only use the regulatory power and financial capacity to support private development projects improve economic and social benefits for the community.

Tourism system

The theory of the most widely used tourism system is the theory proposed by Leiper (2004: 20). This theory explains the system for the relationship between tourist producing regions, tourism destinations, tourists and transit routes. Tourist producing regions are the countries that are the target of marketing or where the tourists come from. The regional tourist destination is the area that became the last point for the tourists to visit. The transit route is another destination that becomes the transit point for travelers to travel to their destination.

Tourism Destination

The tourism destination is a physical space where a visitor spends his time for at least one night in that place (World Tourism Organization, 2004: 8). Statute No. 10 Year 2009 Article 1 Paragraph 6 states that the tourism destination is a geographical area within one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and interconnected communities and complete the realization of tourism.

2. Tourist attraction

Based on statute Number 10 Year 2009 on tourism mentioned, tourist attraction is anything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and human-made products that become the target or purpose of a tourist visit.

Kelly and Nankervis (2001: 41-45) provide an overview of the elements of a tourist attraction into 5 (five elements) of attraction, accessibility, accommodation and activity. The explanation of each element is attractions, accessibility, accommodation, and activities.

One emphasis in tourism development is the creation of competitive tourism destinations. Tourism destinations can be defined as a combination of a product and a chance to experience, as a combination to form a total experience of the visited areas (Murphy, Pritchard and Smith, 2000). Competitive competition is defined as an ability of a destination, to maintain the market position and market share of the destination and/or enhance the market position and market share of destinations over time (d'Hautesserre, 2000). Hassan (2000) also emphasized that the ability of destinations to create and integrate the added value of destination products, which impacts the sustainability of the destination's resources and, on the other hand, maintains its market position by looking at the competition.

3. Community-Based Tourism

Current community-based tourism is a response to the growing negative impact of mass tourism (Yotsumoto, 2016). It cannot be denied that the success of the tourism industry is caused by, contributing to the local economy so that tourism can become an intermediary for the development of an area, especially on the tourism destinations of the city (Marzuki, 2010).

Goodwin and Santilli (2009) defines community-based tourism as a community-owned and managed tourism and aims to bring broad benefits to society, which in turn will have an impact on wider community groups as well as those absorbed as laborers in tourism. Meanwhile, Yasuda (2012) said community-based tourism is a community activity as the main actor, to realize a tourist attraction and sustainability of the community through revitalization that is done along with the growth of population exchange in a destination with residents outside the destination, through activities that are based on tourism with the utilization of resources local power. The approach of participation in tourism has long been discussed and made into a concept, as an integral part in the development of sustainable tourism (Okazaki, 2008).

The development of community-based tourism will largely depend on the tourism resources of the destination. Community-based tourism development model will depend on 3 (three) pillars of social, economy and environment. The combination of these three pillars will give birth to a concept of sustainability in tourism development (Asker, 2010).

4. Garden Lane

The Garden Lane program is one part of the *Makassar notdirty* Policy. The target of this program is in 14 sub-districts and 143 urban villages in Makassar. Haerul (2016)

III. RESEARCH METHODS

The location of this research was conducted in Makassar, Tamalate, and Ujung Pandang sub-districts of Makassar City. The area of the study was chosen because these three sub-districts are the best Garden Lorong location in 2018. The type of research used is the type of qualitative research. This research uses Phenomenology approach. Sources of data in this study basically use two types of data namely; primary data and secondary data. Informants in this study consisted of two main informants and ordinary informants.

The focus in this study is directed to know the potential of Garden Lane in order to be used as an alternative tourist attraction. This research is described in a focus description as an element that supports the creation of alternative tourism attractions, namely; a) *Makassar not dirty* program is a tourism perspective, b) Garden Lane and opportunity of alternative tourism attraction c) management of Garden Lane as an alternative tourism attraction.

The main instrument in this study is the researcher himself, while the other instruments are a tape recorder, camera, interview guide, and observation guide which is intended to guide the researcher in finding and finding data in the form of information related to the research focus. Data collection technique is done by observation process, interview, and documentation, while the analytical technique used is a descriptive qualitative technique by using a phenomenological interactive model that is; data reduction, data presentation, and conclusion or verification.

IV. DISCUSSION

Makassar Not Dirty In Tourism Perspective

Urban is the meeting of various aspects in one particular area often without regard to the extent, environmental conditions, population, and social background of the community or its inhabitants. Urban is an interconnection of many aspects, social, economic, political and environmental (Nurmandi, 2006).

Makassar as the capital city of South Sulawesi Province and is the largest city in Eastern Indonesia Region, just like other big cities in Indonesia experiencing the flow of urbanization. This resulted in an increase in the number of uncontrolled population that eventually gave birth to cities that tend to be dirty, not orderly, far from beautiful and comfortable and the growth of slums, both in the suburbs and in urban centers.

Program Makassar Not dirty (MTR) - Dirty (Makassar) program initiated by the Government of Makassar City which aims to make the city of Makassar cleaner, beautiful, comfortable and friendly for the immigrants, and ultimately will provide economic benefits for the community.

The hallmark of this city is the heat of the weather and in the rainy season we will encounter many of the flooded areas, some of the inhabitants are friendly but not the least temperamental ones, mainly in the suburbs or in the alleys. Cleanliness of the city, especially in the suburbs and in the alley, is very alarming. The habit of disposing of the garbage of the people is still concerning and even throwing garbage in any place including to the canal.

The MTR program is a policy of Makassar city government, in which there is involvement of all components of the community, starting from all SKPD in Makassar, Sub-District, Village, RT/RW, to urban hygiene groups. The form of various kinds, ranging from movement see garbage take (LISA) to the Garden Lane activities in all the existing alleys in the city of Makassar. For the sake of success MTR then arouse public awareness of the importance of cleanliness is needed. In addition, the involvement of community leaders and women PKK also felt very helpful in the success of this program.

Several efforts have been made to increase the tourist attraction in Makassar city in order to increase the number of visits and extend the length of stay of tourists, for example, the Office of *Parekras* regularly conduct exhibitions and exhibitions on a regular basis. The annual event that is held regularly is Makassar International 8 Festival; however, Makassar still needs attractions that are permanent and not routinely done.

A clean, healthy, well organized, orderly, and safe city is the primary effort to develop tourist destinations, of course not forget the other elements, but with the above-mentioned capital then the next step to develop tourism becomes easier. This may not be realized by the initiators of MTR, but the program can be combined with events that are held regularly in the city of Makassar.

Garden Lane and Alternative Tourist Attraction Opportunity

MTR program one of its activities is an effort to make the hall or Lanecleaner, healthy, beautiful, and friendly. This activity is encouraged in all sub-districts and sub-districts of Makassar. The main activities include arranging flowers, pots, conducting cleanliness and Painting to beautify the hall, planting productive crops such as vegetables and medicinal plants. In addition to changing the face of the hall to be clean and green, this activity seeks to restore the fate of the people, through the fostering of medium, small and micro enterprises (UMKM) which is termed as Industrial Children Hallway.

Makassar city can imitate Kampung Warna (Village Color) in Jodipan Malang, but there is a fundamental difference between Malang and Makassar, if Malang is the soil formed from the mountains so that there are many contours of land that is hilly or uneven, while Makassar itself is a flat land so that the contours tend to flat, this is what makes a lot of popping up the halls of the settlement. If in Malang the Jodipan kampong repair movement involves the private sector then the garden aisle movement in Makassar is an entirely fair self-reliant society based on awareness to live better and dignified.

The opportunity to make the garden lane as an alternative tourism attraction in Makassar city is very possible, although this activity is not sustained, at least there are efforts from all levels of society to realize the *sapta pesona*. So this activity is the initial activity of the effort to add tourist attraction in Makassar City, it takes hard work to realize the activities of a garden Lane as the pattern of community life.

Garden Lane Management As an Alternative Tourism Attraction

Making the garden Lane as an alternative tourism in the city of Makassar, it is possible to provide new to the visitors. With the garden aisle, things mentioned above can be resolved. Visitors will see the other side of Makassar city; visitors will be able to interact with the natives of this city. However, that the pattern of community life that makes the hall a settlement, not infrequently also make it a cooking area and fry for selling. It can be made an attraction if packed with attention to the aspects of hygiene and sanitation.

The concept of the garden lane initiated by the city government of Makassar only to the extent how to prepare a clean and beautiful corridor within a certain period. This activity involves the community self-help and self-financing. All the alleys in the city of Makassar which amounts to about 7000 (seven thousand) will be clean at a certain time, that is when the garden aisle was held by cooperating with the Tourism Promotion Board

of Makassar. However, after the assessment time, the desire to keep the alley state faded and eventually returned to its original state.

Given a large number of Lane in Makassar (around 7000) it is necessary to prioritize the scale of priority by looking at accessibility factors, population density, buildings, and people's minds in the lane. Several lane in the city of Makassar that can be developed into an alternative tourist attraction, quite far from the city center or from places of interest that have been visited by many tourists. Lane which is located close to places of interest, relatively easier to be developed as an alternative tour.

The pattern of settlement in the tunnel in Makassar tends to be crowded, the population density becomes potentially very potent for the slums, the slum that happens will be very difficult to overcome, especially with the people who tend to refuse to be asked to give some of the lands to be arranged, although the arrangement will not eliminate some his right to his land and buildings.

Motivation someone to visit a destination one of them to see the architecture of the building. The results of this study indicate that almost no longer found a house building characterized Bugis-Makassar in a hallway. Almost all homes have modern architecture by leaving the wood as its main ingredient. Modernisasi is a necessity but a building can still be built in a modern without leaving the architecture as a regional characteristic.

Tourism will only be developed if people's mindset is directed at providing an understanding of the benefits of tourism. People tend not to be interested in talking about the importance of something developed, but they volunteer to do something if they see the benefits (especially from the economic side) they will get. Providing an understanding of the pattern of sustainable community-based tourism development can only be achieved through the involvement of community roles.

V. CONCLUSIONS

Makassar is the time to have an alternative tourist attraction to extend the length of stay of tourists, tourist attractions that have been in the center of the city felt already too common primarily by domestic tourists.

The policy of Makassar Not Dirty (MTR) in which it is Garden lane program has been able to change some aisles or alleys to be cleaner, healthier and interesting to visit, but the changes have not been able to create alternative tourist attractions.

An alternative tourism attraction in addition to requiring the active role of all levels of society also requires working capital, for that corporate engagement in the form of Community Social Responsibility (CSR) is needed. Holding a company is not only meant to help in terms of financing but furthermore, the concept of CSR also includes the development of healthy lifestyles and other social procedures.

To realize an alternative tourist attraction is required a pattern of guidance to the community, especially in providing an understanding of the benefits of sustainable tourism development through community-based tourism patterns. This pattern of coaching is realized in a tourist aisle program, the program begins by prioritizing the aisles that have more potential as a tourist hall.

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