

## **Alternative Tourism Attraction Policy of Makassar City**

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### **ABSTRACT**

This study aims to examine the creation of alternative tourism attractions in Makassar City. It is qualitative research, and the informants include the Mayor of Makassar, the Head of the Department of Tourism and Creative Economy, the Head of the Makassar District, the Chairman of the Regional Board of the Indonesian Hotel and Restaurant Association (PHRI) in South Sulawesi, the Chairman of the Regional Board of the Association of Indonesian Tours and Travel Agencies (ASITA) in South Sulawesi, and the local community. Data was collected through observation, interviews, and documentation. The data analysis technique employed was qualitative descriptive analysis, involving data reduction, data presentation, and conclusion drawing or verification. The research findings indicate that the implementation of the *Makassar Tidak Rantasa* (MTR) Policy, which includes the *Lorong Garden* program, has successfully transformed several alleys or lanes into cleaner, healthier, and more attractive places to visit, particularly in the Makassar District. However, these changes have not yet created alternative tourism attractions. The recommendation from this study emphasizes the need to consider the principles of tourism attraction management to follow up on the *Lorong Garden* program and ultimately create alternative tourism attractions in Makassar City.

**Keywords:** Tourism Attraction Policy; Community Based Tourism; *Makassar Tidak Rantasa*, *Lorong Garden*

### **INTRODUCTION**

The development of tourism or the addition of tourist destinations is commonly carried out by local governments, often in collaboration with the private sector as investors. Thus far, the concept of tourism development has primarily focused on managing attractions with a business-oriented approach, often excluding the involvement of the local community. Sustainable tourism development considers the local community as the main actors and aims to fulfill social, environmental, and economic needs.

Makassar City is one of the destinations with great potential in terms of natural and cultural attractions for tourists. The government has made efforts to manage and promote these attractions to attract tourists to Makassar. As of August 2017, the number of visits to Makassar reached 11,548. However, currently, Makassar City is only considered 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 is due to the lack of alternative tourist attractions in the city center, apart from the existing ones like Fort Rotterdam, Chinatown Area, Somba Opu Fort, Tallo Kings' Tombs, and others. Additionally, Makassar City faces common issues found in

large cities, such as urbanization, waste, crime, and slum environments. Therefore, a breakthrough is needed to create urban tourism by establishing places where visitors or tourists arriving in Makassar will spend more time in the city.

The *Makassar Tidak Rantasa* (MTR) Policy initiated by the Makassar City Government, based on the Decree of the Mayor of Makassar No. 660.2/1087/Kep/V/2014 regarding the Division of Regions in the Implementation of the Makassar Ta' Tidak Rantasa (MTR) Movement Program, includes the Lorong Garden activity. This initiative aims to reorganize the existing alleys in Makassar City to make them more habitable and economically beneficial for the residents living in each alley.

The current pattern of developing tourist attractions is generally geared towards general tourism development and has not fully maximized community-based tourism. Makassar City possesses tourism attractions that can be effectively managed by the community, thereby stimulating the local economy. The Lorong Garden activity, in addition to triggering the emergence of new attractions in Makassar, can ultimately lead to sustainable tourism development through full community involvement, commonly known as community-based tourism.

The main obstacle to sustainable tourism is that community-based tourism is often seen as a mere discourse without specific planning and comprehensive implementation strategies. Estêvão et al. (2019) emphasize that many tourism-related activities in developing countries have not been extensively identified, resulting in the benefits that should be received by the local community being of poor quality. Therefore, Makassar City requires an effective strategy to develop Lorong Garden as a community-based alternative tourism attraction. With the right strategy, tourism development policies can consider the local community as the main actors, particularly in tourist attractions like Lorong Garden, which have the potential to become community-based tourism destinations.

Specifically, community-based tourism development strategies are still inadequate in developing countries. Furthermore, community-based tourism is mainly focused on rural tourism development and has been less developed in urban tourism contexts. For example, Lyman & Adler (2011) view community-based tourism as synonymous with rural tourism, which generally involves small-scale interactions between visitors and the local community as hosts. Lansing and Vries (2007) suggest that sustainable tourism development can be achieved by practically implementing suitable strategies. World Tourism Organization (2021) also asserts that locality-based studies help demonstrate the relationship between horizontal and vertical forces within a tourism destination, as well as between marginalized and metropolitan communities.

If we relate the *Makassar Tidak Rantasa* (MTR) Policy, specifically the Lorong Garden program initiated by the Makassar City Government, to the concept of general tourism destination development, such as cleanliness and beauty, there is still a need for cleanliness and beauty management of alleys if we desire to achieve Community-Based Tourism (CBT) or Tourism Sustainability Development (TSD).

Based on the explanations above, this research focuses on utilizing the Lorong Garden program as an effort to create new tourist attractions by involving the local community as the main actors in Makassar City.

## METHOD

The research was conducted in the districts of Makassar, Tamalate, and Ujung Pandang in Makassar City. These districts were chosen as the research locations because they were

recognized as the Best Lorong Garden locations in 2018. The research employed a qualitative research design, specifically using a phenomenological approach. The data sources for this study included two types of data: primary data and secondary data. The informants for the research consisted of two main categories: key informants and ordinary informants.

The focus of this study aimed to explore the potential of Lorong Garden as an alternative tourist attraction. The research was described through a descriptive focus, which included elements supporting the creation of alternative tourism attractions, namely: a) the *Makassar Tidak Rantasa* program from a tourism perspective, b) Lorong Garden and the opportunities for alternative tourism attractions, and c) the management of Lorong Garden as an alternative tourist attraction.

The main instrument in this research was the researcher themselves, while other instruments included a tape recorder, camera, interview guide, and observation guidelines, which were used to guide the researcher in gathering and discovering data related to the research focus. Data collection techniques involved observation, interviews, and documentation, while the data analysis technique utilized was qualitative descriptive analysis, employing an interactive phenomenological model, including data reduction, data presentation, and conclusion drawing or verification (Mishra & Alok, 2022).

## RESULTS AND DISCUSSION

### Result

#### 1. *Makassar Tidak Rantasa* (MTR) Program from the Tourism Perspective

Urban areas are the convergence of various aspects within a specific area, often disregarding size, environmental conditions, population, and the social backgrounds of its residents. Urban areas are a confluence of many aspects, including social, economic, political, and environmental factors (Albuquerque et al., 2018; Gil, 2020; Karatepe et al., 2019). Makassar, as the capital city of South Sulawesi Province and the largest city in the Eastern Indonesia region, like other major cities in Indonesia, experiences urbanization. This has resulted in uncontrolled population growth, leading to a city that tends to be dirty, disorderly, lacking natural beauty and comfort, and the emergence of slum settlements both on the city outskirts and in the city centers.

The *Makassar Tidak Rantasa* (MTR) program is an initiative launched by the Makassar City Government aimed at making Makassar cleaner, greener, more comfortable, and welcoming for newcomers, ultimately providing economic benefits for the community. Characteristic of this city includes its hot climate, and during the rainy season, there are many flooded areas. While some residents are friendly, there are also those who are temperamental, especially those living on the city outskirts or within alleys. The cleanliness of the city, especially in the outskirts and alleys, is a cause for concern. The habit of improper waste disposal by the community is still alarming, including indiscriminate dumping in canals.

The MTR program is a policy of the Makassar City Government that involves all components of society, starting from all government agencies in Makassar City, districts, sub-districts, neighborhood units (RT/RW), and community groups focusing on city cleanliness. The forms of this program vary, ranging from the "see garbage, pick it up" (LISA) movement to the

Lorong Garden activities in all alleys throughout Makassar City. The success of the MTR program relies on raising public awareness of the importance of cleanliness. In addition, the involvement of community leaders and women's groups (PKK) has been crucial in the success of this program.

Various efforts have been made to enhance tourist attractions in Makassar City in order to increase visitor numbers and extend their length of stay. For example, the Tourism Office periodically organizes exhibitions and events such as the annual Makassar International 8 Festival. However, Makassar still requires permanent attractions that are not organized periodically.

A clean, healthy, organized, orderly, and safe city is the main asset in developing tourist destinations, although other elements should not be overlooked. With the aforementioned qualities, the next step towards tourism development becomes easier. This may not have been realized by the initiators of the MTR program, but it can be combined with periodic events held in Makassar City.

## **2. Lorong Garden and the Opportunities for Alternative Tourism Attractions**

One of the activities under the MTR program is an effort to make alleys or lanes cleaner, healthier, more beautiful, and friendlier. This activity is carried out in all districts and sub-districts in Makassar City. The main activities include arranging flower pots, cleaning and repainting the alleys to enhance their appearance, and planting productive plants such as vegetables and medicinal plants. In addition to transforming the alleys into clean and green spaces, this activity aims to improve the livelihoods of the local community through the development of micro, small, and medium enterprises (MSMEs) known as "Industri Anak Lorong" or Alley Industries.

Makassar City could potentially emulate the Colorful Village in Jodipan, Malang, but there is a fundamental difference between Malang and Makassar. Malang's topography is hilly and uneven, while Makassar is predominantly flat, resulting in the emergence of numerous residential alleys. In Malang, the Jodipan improvement movement involved the private sector, while the Lorong Garden movement in Makassar is purely a community-driven initiative, motivated by the aspiration for a better and more dignified life.

The opportunity to turn Lorong Garden into an alternative tourist attraction in Makassar is highly feasible. Although this activity is not sustained or continuous in nature, it signifies the community's collective effort to create a charming appeal. This activity serves as an initial step towards expanding tourist attractions in Makassar, but hard work is needed to transform Lorong Garden into a way of life for the community.

## **3. Managing Lorong Garden as an Alternative Tourism Attraction**

Transforming Lorong Garden into an alternative tourist attraction in Makassar can offer visitors something new. With Lorong Garden, visitors can experience a different side of Makassar and interact with the local residents. However, it should be noted that the lifestyle of the community, which uses the alleys as living spaces and even cooking and frying areas for selling goods, can also be turned into an attraction if it is packaged with consideration for hygiene and sanitation aspects.

The concept of Lorong Garden, initiated by the Makassar City Government, focuses on preparing clean and beautiful alleys within a certain timeframe. This activity involves community-driven efforts and self-funding. All alleys in Makassar, totaling approximately 7,000, are expected

to be clean during the assessment period, conducted in collaboration with the Makassar City Tourism Promotion Board. However, after the assessment period, the motivation to maintain the condition of the alleys tends to fade, and eventually returns to their original state.

Considering the large number of alleys in Makassar (around 7,000), prioritization based on factors such as accessibility, population density, buildings, and the mindset of the residents within the alleys is necessary. Some alleys in Makassar have the potential to be developed into alternative tourist attractions, as they are located far from the city center and the popular places of interest visited by tourists. Alleys located near interesting locations are relatively easier to develop as alternative tourism attractions. Residential patterns within the alleys of Makassar tend to be dense, making the alleys susceptible to slum conditions. Overcoming slum conditions can be challenging, especially when residents are unwilling to allocate part of their land for development, even though such development would not compromise their rights over their land and property.

One of the motivations for visiting a destination is to witness the architecture of its buildings. However, the research findings show that there are hardly any traditional Bugis-Makassar-style houses left in the alleys. Most houses have embraced modern architecture, leaving behind wood as the primary building material. Modernization is inevitable, but buildings can still be constructed in a modern style while retaining the distinctive architecture that represents the region.

Tourism can only be successfully developed if the mindset of the community is directed towards understanding the benefits of tourism. People are often uninterested when discussing the importance of development, but they willingly participate when they see the benefits, especially from an economic perspective. Providing an understanding of community-based sustainable tourism development can only be achieved through the active engagement of the community.

## **Discussion**

The Makassar Tidak Rantasa (MTR) program initiated by the Makassar City Government aims to improve the city's cleanliness, environmental quality, and overall attractiveness for both residents and newcomers. This program is essential considering the challenges faced by urban areas, including uncontrolled population growth, lack of cleanliness, and the emergence of slum settlements. The MTR program involves various government agencies, community groups, and stakeholders, demonstrating a comprehensive approach to address these issues (Block, 2007; Bosma et al., 2020; Peters & Pierre, 2006; Prawoto et al., 2020; Sutrisno & Sugiarti, 2021).

In the context of tourism, Makassar as a major city in the Eastern Indonesia region has made efforts to enhance its tourist attractions and increase visitor numbers. The Tourism Office organizes periodic events and exhibitions, such as the Makassar International 8 Festival, to attract tourists. However, there is a need for permanent attractions that can offer unique experiences to visitors, as the current attractions in the city center are perceived as too common, especially by domestic tourists (Elia et al., 2020; McCarter et al., 2022; Na-Nan et al., 2019; Taneo et al., 2020).

The Lorong Garden program under the MTR initiative has successfully transformed several alleys into cleaner, healthier, and more attractive spaces. However, it has not yet created alternative tourism attractions. To develop alternative tourist attractions, active participation from all layers of society is crucial. Additionally, financial resources and the involvement of companies through Community Social Responsibility (CSR) initiatives are needed to support the development of these attractions. CSR initiatives not only provide financial assistance but also focus on fostering a healthy lifestyle and promoting community-based practices (Benites-Lazaro

& Mello-Théry, 2017; Jamali & Sidani, 2008; Joseph et al., 2016; Perrini, 2006; Sardana et al., 2020; Torugsa et al., 2013).

To realize alternative tourist attractions, community development programs are necessary. These programs should provide an understanding of the benefits of sustainable tourism development through community-based approaches. The concept of "lorong wisata" or tourist alleys can be implemented, prioritizing alleys with the potential to become tourist attractions. However, with approximately 7,000 alleys in Makassar, prioritization based on factors such as accessibility, population density, building conditions, and the mindset of residents within the alleys is crucial.

Managing Lorong Garden as an alternative tourism attraction requires maintaining cleanliness and beauty within the alleys. The involvement of the community is essential, as they use the alleys as living spaces and areas for economic activities. Packaging these aspects as attractions should consider hygiene and sanitation requirements. Moreover, sustaining the cleanliness of the alleys beyond the assessment period requires continuous efforts and motivation from the community.

Despite challenges, Makassar has the potential to develop alternative tourism attractions. By offering visitors a different experience and interaction with local residents, these attractions can contribute to the city's tourism industry. However, it is important to preserve the region's distinctive architecture and cultural heritage, even as modernization occurs.

## CONCLUSION

It is time for Makassar to have alternative tourist attractions to prolong the stay of tourists. The existing tourist attractions in the city center are perceived to be too common, especially by domestic tourists. The *Makassar Tidak Rantasa* (MTR) Policy, which includes the Lorong Garden program, has successfully transformed several alleys into cleaner, healthier, and more appealing places to visit. However, these changes have not yet created alternative tourist attractions. Creating an alternative tourist attraction requires active participation from all layers of society and also requires financial resources. Therefore, the involvement of companies through Community Social Responsibility (CSR) initiatives is highly needed. Collaborating with companies is not only intended to assist in financing but also encompasses the development of a healthy lifestyle and other community-related practices. To realize an alternative tourist attraction, it is necessary to provide community development programs, especially in terms of providing an understanding of the benefits of sustainable tourism development through a community-based tourism approach. This development program can be implemented through a "lorong wisata" (tourist alley) program, prioritizing alleys with greater potential as tourist attractions.

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