

## Analysis Of Maritime-Based MICE Tourism Development During The Covid-19 Pandemic in South Sulawesi

Andi Hasbi<sup>1</sup>, Amirullah<sup>1</sup>, Amiruddin Hamzah<sup>1</sup>, Rosmila<sup>1</sup>, Ayu Anggraini Chandra<sup>1</sup>, Muh. Zainuddin Badollahi<sup>1</sup>

<sup>1</sup>Makassar Tourism Polytechnic, INDONESIA

---

### Abstract

The purpose of the research that the author wants to achieve is to find out the development of maritime-based MICE tourism during the COVID-19 pandemic in South Sulawesi. The type of research used is descriptive qualitative. The results of this study indicate that the potential in the Makassar city, Pangkep and Pare Pare district tourist area is very much both from Nature Tourism, Cultural Tourism and Artificial Tourism so that if it is developed to the maximum it will make the those are tourist area more popular and tourists visiting can increase with the availability of adequate facilities.

**Keywords:** MICE, Tourism, Covid-19

---

### Introduction

The spread of the Corona Virus during the Pandemic had a huge impact on the development of tourism which made it slump and ravaged the Indonesian economic system, where it started from China, precisely in Wuhan, which took a toll on the lives and livelihoods of the world community and the Indonesian people in particular, on the other hand, China is a partner. Main business and is the second largest economy in the world which has a direct impact on economic growth in Indonesia.

If you refer to the 2019 period where tourism growth where foreign tourist visits to Indonesia were 16.11 million, this figure increased by 1.88% when compared to tourist visits for the 2018 period, which amounted to 15.81 million. Most tourist visits to Indonesia throughout 2019 came from Malaysia as much as 2.98 million (18.51%) followed by China at 2.07 million (12.86%) (cnbcindonesia.com, 3 February 2020).

Since the outbreak of the corona virus, in addition to imposing a policy of limiting the import of live animals from China, the Government has also stopped flights to and from China as of February 5, 2020. Of course

this will also affect the Indonesian tourism sector. Many travel and airline companies have suffered losses due to the cessation of flights to and from China.

Seeing these conditions, it has not had much of an impact on tourist visits to South Sulawesi. We can refer to this, the Central Statistics Agency (BPS) recorded the number of foreign tourist arrivals (tourists) who entered South Sulawesi in 2019 as many as 17,771 visits. This number increased by 25.80 percent compared to 2018 which was only 14,126 visits. More than half of foreign tourists or tourists who entered South Sulawesi last year came from Malaysia, namely 10,056 visits or 56 percent. A similar condition also occurred in 2018, as many as 7,814 or 55.31 percent were Malaysian citizens (makassarsindo news.com).

Entering 2020, where foreign tourist visits to South Sulawesi in February decreased by 12.26 percent or 1,210 foreign tourists in the midst of the 19th Covid-19 outbreak. This makes tourism development in South Sulawesi even worse, based on data from the Central Statistics Agency in May 2020 there were almost no tourist visits to South Sulawesi. This is caused by the cessation of flight routes both on an international and national scale, which greatly exacerbates tourism conditions in South Sulawesi. However, there is an interesting thing which mentions to the Central Statistics Agency that the occupancy rate of five star classification hotels began to increase in February 2020 to 49.26 percent compared to 2019 in the same month, namely 45.68 percent, which means an increase of about 3, 58 percent. This is possible because South Sulawesi is a development destination for Eastern Indonesia, which more or less brings South Sulawesi into a MICE tourism suggestion, especially Maritime-based which has the potential to be developed amid Covid 19. (Sulawesi.bisnis.com)

Seeing the very dynamic condition of the data, tourism is still the idol of economic growth in South Sulawesi. This indicates that tourism needs are still excellent in the midst of the Covid 19 Pandemic. In the MICE sector, product diversification is also needed which of course does not only rely on MICE activities in hotels, but requires additional supporting activities by improving additional activities, especially in maritime-based areas around buffer areas other than Makassar City in South Sulawesi.

MICE with a maritime focus When tourism is managed effectively, it has the potential to boost visitor visits and activities while also improving community welfare (Doswell, 2009). in general, so that tourism in South Sulawesi can make a significant contribution, namely through increasing local revenue (Elpisah & Suarlin, 2020).

As the capital of South Sulawesi Province, Makassar City has grown to become one of the metropolitan cities in Indonesia with an economy centered on the trade and service sector. Its location in the middle of Indonesia makes Makassar not only the gateway to eastern Indonesia but also as a link between western and eastern Indonesia. That is why the city is also busy with MICE (Meeting, Incentive, Convention, Exhibition) activities.

Furthermore, based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism (Article 6: Tourism development is carried out based on the principles referred to in Article 2 which is realized through the implementation of tourism development plans by taking into account the diversity, uniqueness, and uniqueness of culture and nature, as well as human needs for travel). Article 8: (1) Tourism development is carried out based on the tourism development master plan which consists of the national tourism development master plan, the provincial tourism development master plan, and the regency/municipal tourism development master plan. (2) The tourism development as referred to in paragraph (1) is an integral part of the national long-term development plan. Article 11: The government together with institutions related to tourism carry out research and tourism development to support tourism development.) and (Article 12: 1) Aspects of determining tourism strategic areas).

In general, maritime-based MICE tourism is connected with tourist objectives other than event-related activities; it can also be associated with leisure, recreation, culture, tourism for sports, and tourism for commercial affairs (Deery et al., 2004). The purpose of tourism on a national scale is to introduce Indonesia's natural and cultural wealth to the international community so that it can attract the attention of other citizens to visit Indonesia (Muhammad et al., 2021; Cochrane, 2006). While the regional objectives are to introduce, preserve and improve the quality of tourism in South Sulawesi so as to provide opportunities for the surrounding community to manage so as to improve the economy in the area. Tourism development can preserve the culture and values of the nation's personality by exploiting the potential for wealth and natural beauty (Lordkipanidze et al., 2005; Sofield & Li, 1998).

South Sulawesi is one of 14 MICE Destination Cities in Indonesia which is also a center for maritime-based tourism activities. This is reinforced by the presence of the Makassar MICE Tourism Board (MMTB) as a manifestation of the existence of Tourism during the 19th Covid Pandemic. In addition to organizing activity packages in the form of meetings (Meetings), travel packages (Incentives), exhibitions (Exhibition), and Conferences (Conference) but also activities can be linked by offering a choice of activities to enjoy maritime tourism located around districts and cities in South Sulawesi, such as in Pangkep Regency, Pare Pare City is a maritime-based tourism which can be traveled about 2 to 4 hours from Makassar city.

The area offers a variety of tourist activities, not only offering cool air, but also enjoying beautiful natural panoramas because it is located in a coastal area, while enjoying diving, fishing tours, quinine tours and resort areas. The thing that is of concern is that most of the areas or tourist areas described above are currently not managed optimally or in other words are still managed by the local community so that their management is still not optimal. Tourism offices in districts and cities are expected to be able to manage and develop this tourism so that it can improve the welfare of the community and can also increase local

revenue (Sebele, 2010; O'Sullivan & Jackson, 2002). The tourism sector is a sector that has enormous potential in increasing regional income if it can be managed properly (Bhuiyan et al., 2011).

UU no. 23 of 2014 gives authority to regions to manage their own regions with the aim of being able to support regional income and develop their regions, including the potential in the tourism sector. It is very clear that currently the regions are given the greatest authority in managing the potential of their respective regions so that the role of district and city governments in South Sulawesi is very much needed, especially the Tourism Office in providing the best strategies in developing tourism so that it can provide benefits to the surrounding community.

Based on initial observations made by the author in South Sulawesi Province, especially around the Maritime area as a buffer for Makassar City, there are still many problems related to Maritime-based MICE tourism management such as management aspects in the form of uneven human resource management, lack of awareness about the importance of Sapta Pesona, as well as the low level of public awareness about the CHSE aspect, and the problem that most often occurs is infrastructure where road access will determine MICE activities.

In the current situation of the 19th Covid Pandemic, we are faced with the low level of event activities both on a national and international scale so that it inevitably causes the sluggishness of MICE activities and the lack of cooperation relationships or the lack of working relationships between several associations that are involved in the MICE field which has an impact on the lack of information regarding future MICE activities. Another thing that becomes an obstacle in managing MICE in South Sulawesi is the lack of venues for holding events with national and international standards, while on the other hand, South Sulawesi's position as one of the cities where MICE is held in Indonesia requires several facilities for organizing events with international standards.

To maintain the continuity of maritime-based Event management activities in South Sulawesi, transportation and infrastructure constraints around the district and city areas need to be a concern, considering that the ease of access with adequate transportation, both air, land and sea is a serious concern in organizing MICE.

Obstacles in organizing Maritime-based MICE activities, namely the low interest of the organizers in carrying out events accompanied by MICE activities involving visits to destinations other than Makassar City, or the courage of the PCO or PEO in cooperating with MICE activities with the implementation of activities around Maritime-based districts considering that South Sulawesi's strength lies in maritime as very attractive destination for organizing an event.

The availability of venues for organizing events (venues) with national standards is still very low and has not been managed properly and needs serious attention by the regional government so that event organizing activities are still low (Bowdin et al., 2012). On the other hand, there is still a lack of Regional PEOs and PCOs who are able to welcome event activities.

Some of the communities that are considered capable of collaborating in terms of increasing interest in organizing events are still low, including the involvement of the cultural performance community, arts and cultural performances and the community of culinary arts organizers which are still low in event organizing collaborations. The purpose of the research that the author wants to achieve is to find out the development of maritime-based MICE tourism during the COVID-19 pandemic in South Sulawesi

### **Methods**

The type of research used is descriptive qualitative. The research was conducted at the Department of Tourism and Culture of South Sulawesi Province. Informants in this study included the Head of Service, Head of Tourism Destinations, Section for Development of Attractions and Facilities for Tourism Objects and tourists. The instruments used in this study were observation and interviews. The qualitative data analysis technique is carried out in the following stages: Data Reduction, Display (Data Presentation) and Verification (Drawing Conclusions).

### **Results and Discussion**

From the results of research conducted by researchers, they will be divided based on the focus of the problems discussed related to the theory used, namely the 4A concept proposed by Cooprr (2002) which suggests that there are four important (4A) components that must be owned by a tourist destination, namely: attraction, accessibility, amenity, and ancillary in the development of MICE tourism where, the main problem is Pentahelix's efforts in Maritime-based MICE Tourism Development during the 19th Covid Pandemic, identification of inhibiting factors in Maritime MICE tourism development during the 19th Covid Pandemic and tourism mitigation in the form of innovation, adaptation and collaboration of maritime-based MICE Tourism in the 19th Covid Pandemic, all of which will lead to the improvement of four components, namely attraction, accessibility, amenity, and ancillary.

### **Attractions**

Attractions are the most important component in attracting tourists because an area can become a tourist destination if it supports being developed into a MICE tourist attraction which can be called a tourism capital or source. There are 3 types of attractions that can attract tourists, namely, natural tourism attractions, cultural tourism attractions and artificial tourist attractions (Craik, 2002).

In the development of MICE-based tourism, all Tourism Offices in the cities of Pare Pare, Pangkep and Makassar can be developed into 3 main ones, namely; (1) Cultural and Historical/Prehistoric tourism objects; (2) natural tourism objects; (3) Man-made tourism objects.

In the tourism development of the Regency and City Tourism Offices, there are 35 tourism objects that have been recorded. However, of all the existing tourism objects, only 28 have been managed by both the local government and the private sector. In this area in particular there are 12 tourist objects that have been recognized by the local government. The existing tourism objects consist of cultural tourism objects, natural tourism objects and artificial tourism objects. However, of the 12 tourism objects, only 7 have been managed optimally. As explained by BS as the Head of the Regency and City Tourism and Culture Office that:

"For now there are very many tourist objects in the district, even in Makassar, Pare Pare and Pangkep itself there are 18 tourist objects that have been recorded, but of the some of attractions in Makassar, Pare Pare and Pangkep only some have been managed. This is caused by several things such as facilities and some new tourist objects in the development stage. However, it is possible that the tourism objects that have not been managed can still be visited by tourists as an introduction media so that after being managed, they can attract more tourists to visit" (15/06/2021)

For more details, the following table describes the tourist attractions and their attractions in Makassar, Pare Pare and Pangkep in particular and also tourism objects, both those that have not been managed and those that have not been managed.

One of the most important things in the development of a tourism area is the optimal management of tourism objects because an area can be managed as a tourist spot if it has tourist objects and attractions. Whether or not many tourist visits to tourist areas are determined by the attractiveness of objects and tourist attractions in the area. The most important thing to note is the availability of supporting facilities and infrastructure that can make tourists feel comfortable to visit these tourist attractions. The efforts made by the Department of Tourism and Culture as explained by IA as the Head of the Department of Tourism and Culture South of Sulawesi which stated:

"Efforts made by the Department of Tourism and Culture to increase tourist attraction are by first looking at the potential, if in Makassar, Pare Pare and Pangkep the potential is nature, both sea, maritime tourism and history. The three potentials in Makassar, Pare Pare and Pangkep are combined to open new spots that can attract tourists to visit." (12/06/2021)

Accessibility is the most important thing in tourism activities. All kinds of transportation or transportation services are the most important access in tourism. On the other hand, this access is identified with transferability, namely the ease of moving from one area to another. If an area is not provided with good accessibility such as airports, ports and roads, then there will be no tourists affecting the development of accessibility in the area. If an area has tourism potential, it must provide adequate accessibility so that the area can be visited. As said NN who is a tourist, said:

"For the most part, the roads are already good, but there are little of roads that are need to maintenance ." (15/7/2021).

### **Amenity (Facilities)**

Amenity is all kinds of facilities and infrastructure needed by tourists while in tourist destinations (Krannich&Petrzelka, 2003). The facilities and infrastructure referred to include: lodging, restaurants, transportation and travel agents. By using suitable infrastructure, tourism facilities such as hotels, tourist attractions, marinas, theaters and so on are built. The infrastructure that is needed for the construction of tourism facilities such as roads, water supplies, electricity, garbage disposal sites, airports, ports, telephones, and others. considering the relationship between facilities and infrastructure in general must precede facilities. There is a time when infrastructure is built together in the context of developing tourist facilities. A place or area can develop as a tourist destination if its accessibility is good. There is a reciprocal relationship between advice and infrastructure. Infrastructure is a condition for suggestions and vice versa facilities can lead to infrastructure improvements.

Aspects of amenities or facilities in Makassar, Pare Pare and Pangkep are very complete, both for restaurants, lodging, electricity availability, telephone networks, banks, and public transportation. Explain the aspect of amenities that already exist in Makassar, Pare Pare and Pangkep. As stated by the English US as a tourist:

"Visiting to tourist objects in Makassar, Pare Pare and Pangkep is very pleasant, besides we can find typical Celebes food, here there are also some hotels places to eat so that it makes it easier for tourists". (8/07/2021).

### **Ancillary (Additional Services)**

Additional services must be provided by the local government of a tourist destination for both tourists and tourism actors. The services provided include marketing, physical development (roads, trains, drinking water, electricity, telephone, etc.) as well as accommodating all kinds of activities according to laws and regulations, both on roads and in tourist attractions. Ancillaries are also things that support tourism such as management agencies, tourist information, travel agents, and stakeholders who play a role in tourism.

The main purpose of ancillary is to provide benefits to the community in tourist visiting areas (Alvianna et al., 2020). In achieving this goal, the South of Sulawesi Tourism and Culture Office cooperates with the local community. As stated by AL as Head of the South of Sulawesi Tourism and Culture Office, that:

"We provide guidance to the community by holding seminars that can increase knowledge about tourism with the aim that people can understand aspects of tourism so that visitors who come feel comfortable" (10/05/2021)

### **Attraction**

The term "destination" refers to the reason why travelers visit a tourist attraction (DTW) (Kaplanidou, 2006). Attractions are classified into three categories: cultural tourism, natural tourist attractions, and man-made tourist attractions (Petroman, 2015). Makassar, Pare Pare and Pangkep is very diverse and includes 3 types of attractions, among others: Cultural tourism attractions include the Pangkep area, Natural Tourist Attractions Maritim in Lae Lae Island, Sumpang Binangae in Pare Pare, Badi Island in Pangkep and etc.

### **Amenity**

Amenities in the tourist area of Makassar, Pare Pare and Pangkep are available and complete to support tourist comfort (Muhammad et al., 2021). The availability of places to stay for tourists is very adequate where there are 15 lodging places based on classification which are divided into four to one Star Lodging, homestay. The price of lodging in Makassar, Pare Pare and Pangkep varies depending on the classification which is in the range of Rp. 250.000 - Rp. 500,000.

In addition to lodging as a place for tourists to stay, restaurants are also available and regularly placed in the Makassar, Pare Pare and Pangkep, besides that there are also restaurants or restaurants scattered throughout the Makassar, Pare Pare and Pangkep area which make it easier for tourists to find food. In addition, there are also sellers of typical.

Aspects of amenities in the Makassar, Pare Pare and Pangkep area that need to be developed include the unavailability of a tourist information center, and others so that tourists will getting information about the location of tourist attractions in Makassar, Pare Pare and Pangkep and also the availability of money exchange facilities (Money Charger).

### **Accessibility**

Accessibility that can make it easier for tourists to visit tourist sites, including transportation advice, directions, airports, roads and others. The accessibility aspect to the Makassar, Pare Pare and Pangkep tourist area is currently very adequate where the road to the Makassar, Pare Pare and Pangkep tourist area from the district capital has been expanded and improved so that the distance from the district capital is relatively shorter.



The accessibility aspect that needs to be developed in the tourist area of Makassar, Pare Pare and Pangkep is the absence of special transportation facilities that connect one tourist attraction to another so that there is no accumulation of vehicles in one tourist attraction. Besides that, the available guides are not adequate so that many tourists feel confused about visiting the tourist areas Makassar city, Pare Pare city and Pangkep regency.

#### **Ancillary (Additional Service)**

Ancillary (Additional Services) that have been available include health centers, bank facilities and security posts. The Hospitals itself is not too far from tourist attractions, making it easier for tourists to handle health problems. Meanwhile, bank and ATM facilities are also available but still need to be developed because they are only available some of bank and ATM facilities. As for the security post, there has been coordination between the police to oversee tourism activities in Makassar, Pare Pare and Pangkep, but there are no special officers such as the tourist police and others.

After conducting observations and interviews with several related parties, the authors found several things that were not optimal in the development of Makassar, Pare Pare and Pangkep tourism, including tourism promotion and publication. although the government has held a maritim events, the author considers it still lacking, especially for tourism promotion and publication. the government still needs to hold more activities aimed at the promotion and publication of maritim tourism with the aim of attracting more tourists to visit Makassar, Pare Pare and Pangkep and also introducing more active Maritim tourism. In addition to promotions and tourism publications that are deemed not optimal, coordination with related agencies still needs to be improved so that the development of Maritim tourism objects can be maximized.

#### **Conclusion**

The potential that exists in the Makassar, Pare Pare and Pangkep tourist area is very much both from Nature Tourism, Cultural Tourism and Maritim Tourism in south of Sulawesi so that if it is developed optimally it will make the Makassar, Pare Pare and Pangkep tourist area more popular and tourists visiting can increase. The availability of accessibility, amenity and Ancillary Service aspects is quite supportive but still needs to be developed in terms of special transportation that connects tourist objects, tourism information centers, money chargers, performance halls, as well as several roads that still need to be repaired so that tourists visit tourist objects Makassar, Pare Pare and Pangkep is feeling comfortable.

#### **References**

- Alvianna, S., Patalo, R. G., Hidayatullah, S., & Rachmawati, I. K. (2020). Pengaruh Attraction, Accessibility, Amenity, Ancillary Terhadap Kepuasan Generasi Millenial Berkunjung ke Tempat Wisata. Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan, 4(1), 53-59.

- Bhuiyan, M. A. H., Siwar, C., Ismail, S. M., Islam, R., & Ehsan, D. (2011). Potentials of Islamic tourism: A case study of Malaysia on east coast economic region. *Australian journal of basic and applied sciences*, 5(6), 1333-1340.
- Bowdin, G., Allen, J., Harris, R., McDonnell, I., & O'Toole, W. (2012). *Events management*. Routledge.
- Cochrane, J. (2006). Indonesian national parks: understanding leisure users. *Annals of tourism Research*, 33(4), 979-997.
- Cooper, C. (2002). Sustainability and tourism visions. In *VII Congreso Internacional del CLAD sobre la Reforma del Estado y de la Administración Pública, Lisboa* (pp. 8-11)
- Craik, J. (2002). The culture of tourism. In *Touring cultures* (pp. 123-146). Routledge.
- Deery, M., Jago, L., & Fredline, L. (2004). Sport tourism or event tourism: are they one and the same?. *Journal of Sport & Tourism*, 9(3), 235-245.
- Doswell, R. (2009). *Tourism: How effective management makes the difference*. Routledge
- Elpisah, E., & Suarlin, S. (2020). The role of the tourism sector on genuine regional income. *Point Of View Research Economic Development*, 1(3), 22-29.
- Kaplanidou, K. (2006). Affective event and destination image: Their influence on Olympic travelers' behavioral intentions. *Event Management*, 10(2-3), 159-173.
- Krannich, R., & Petrzalka, P. (2003). Tourism and natural amenity development: Real opportunities. *Challenges for rural America in the twenty-first century*, 190-199.
- Lordkipanidze, M., Brezet, H., & Backman, M. (2005). The entrepreneurship factor in sustainable tourism development. *Journal of cleaner production*, 13(8), 787-798.
- Muhammad, A., Hakim, L., & Fatmawati, F. (2021). Strategi Pengembangan Pariwisata Malino Di Kabupaten Gowa. *Kajian Ilmiah Mahasiswa Administrasi Publik (KIMAP)*, 2(5), 1548-1562.
- O'Sullivan, D., & Jackson, M. J. (2002). Festival tourism: a contributor to sustainable local economic development?. *Journal of sustainable tourism*, 10(4), 325-342.
- Petroman, C. (2015). Typology of tourism destinations. *Scientific Papers Animal Science and Biotechnologies*, 48(1), 338-342.
- Sebele, L. S. (2010). Community-based tourism ventures, benefits and challenges: Khama rhino sanctuary trust, central district, Botswana. *Tourism management*, 31(1), 136-146.
- Sofield, T. H., & Li, F. M. S. (1998). Tourism development and cultural policies in China. *Annals of tourism research*, 25(2), 362-392.

