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NEW NORMAL TOURISM POLICY REFORMULATION IN IMPROVING THE TOURISM SECTOR ECONOMY IN SOUTH SULAWESI

Asriati

Faculty of Law, Muslim University Indonesia Yogyakarta, Indonesia.

asriati.asriati@umi.ac.id

Moch Andry Wikra Wardhana Mamonto

Faculty of Law, Muslim University Indonesia Yogyakarta, Indonesia.

moch.andrymamonto@umi.ac.id

Rizki Ramadani

Fa Faculty of Law, Muslim University Indonesia Yogyakarta, Indonesia.

rizki.ramadani@umi.ac.id

St. Suryani

Regional Development Planning Agency, Research and Development of South Sulawesi Province.

st.suryanii@gmail.com

Abstract: The number of tourists has decreased by up to 78% as a result of COVID-19, resulting in an 87.8% decrease in tourism revenue. The purpose of this research are to: 1) identify the efforts of tourism actors in South Sulawesi to survive the pandemic; 2) analyze local government policies supporting tourism; and 3) develop policies to improve the economy of the tourism sector in South Sulawesi. A survey of informants (business actors and the government) was conducted in four tourism areas (North Toraja, Maros, Bulukumba, and Gowa Regencies) using qualitative analysis and approach. The findings conclude that: 1) tourism business actors lack a specific strategy and are unable to provide products that are regionally unique and meet the standards and needs of tourists. 2) There is no local government policy in place to protect business groups and tourism workers, provide funding assistance, or digitize tourism. However, policies on levy relief, health protocol enforcement, human resource development, and tourism development cooperation have been implemented. (3) Policy reformulation is required, which includes the tourism digitalization, the establishment of regional tourism promotion boards, HR development facilitation, the standardization of tourism facility development, and the advancement of tourism research and development, and partnerships facilitation.

Keywords: Policy Reformulation; New Normal Torism; Economic Optimization; Tourism.

INTRODUCTION

The World Travel & Tourism Council in 2018 placed Indonesia in 9th position out of the 10 countries with the best tourism in the world (CNN Indonesia, 2018). This has made Indonesia's ranking rise to the top three positions at the Asian level and is ranked first in the ASEAN region. Bank Indonesia also confirmed that since 2019, the tourism sector has become the second largest foreign exchange earner for Indonesia after palm oil, due to the consistent increase in the number of foreign tourists in recent years.

However, the emergence of the COVID-19 pandemic caused mobility restrictions which had massive impacts (Ramadani, et al., 2021). The tourism sector is one of the sectors most affected by the pandemic. Reporting from the Ministry of Tourism and Creative Economy, global tourist arrivals have decreased drastically by up to 78% or 1,139 million during the pandemic. The industry in the tourism sector, which was previously the second largest

contributor to the country's foreign exchange, had to be hit hard and experienced a decline in income of up to 87.8% (BPS, 2020). Currently an estimated 75 million jobs in the tourism sector are experiencing shocks and the tourism industry is at risk of losing more than US\$2.1 trillion in turnover.

So far, the tourism sector is a labor-intensive sector that absorbs a large number of workers (Sanaubar et al., 2017), so that the decline in the tourism sector also has an impact on Micro, Small and Medium Enterprises (Ilyas & Ramadani, 2022). In Indonesia, the visible impact is that workers in the tourism sector have experienced a decline in income,

especially those related to accommodation and food and beverage providers, large-scale and retail trade, car and motorcycle repair, as well as warehousing and transportation. In February 2020, the number of unemployed in Indonesia at the start of the COVID-19 pandemic was 6.88 million people with an Open Unemployment Rate (TPT) of 4.99 percent (BPS, 2020).

A focus on developing the tourism sector will have a positive impact on a country's economic growth along with increasing various sectors, especially providing employment, increasing income, and production (Irmanti, et al., 2017). The tourism sector has proven to be able to increase foreign exchange by a fantastic amount. The tourism sector itself plays a central role in increasing state revenue, foreign exchange, and creating new jobs. Various previous studies specifically explain that the number of tourist visits, length of stay, hotel occupancy rate, number of restaurants/restaurants, government spending in the tourism sector has a positive effect on local revenue (PAD) so that people's welfare increases (Suastika & Yasa, 2017).

The Regional Government of South Sulawesi Province has attempted to re-move the wheels of the tourism sector's economy through increasing regional spending. In 2022, the Provincial government will provide assistance in the amount of Rp. 8 billion to the Government of Enrekang Regency, Rp. 17 billion to develop tourism in Selayar Regency, Rp. 12.4 billion for the recovery of the tourism sector in Gowa Regency, Rp. 3 billion for the infrastructure of the Buntu Kandora Tourism Object, Toraja Regency, Rp. 8 billion for the

revitalization of the ramang-ramang tourist attraction in Maros Regency, Rp. 19 billion for Bulukumba Regency including for tourism development budgeting, and Rp. 20 Billion for North Toraja Regency.

Currently the implementation of tourism in South Sulawesi Province is based on Regional Regulation of South Sulawesi Province Number 2 of 2015 concerning the Master Plan for Regional Tourism Development of South Sulawesi Province for 2015-2030. The birth of this policy is based on the consideration of the importance of tourism development in a directed, focused, sustainable, comprehensive and adaptive manner. One of the things regulated in the policy in the form of regional regulations is the tourism business, namely businesses that provide goods and services to meet the needs of tourists. The birth of this policy was based on the consideration that the tourism sector is the locomotive driving the economy, so that the tourism sector will support the opening of employment opportunities to improve welfare through increasing the income of business actors.

Efforts to improve the economy through the tourism sector are in line with the vision and mission of the South Sulawesi Provincial Government, as stated in the South Sulawesi Province Medium Term Development Plan document for 2018-2023. The vision of "South Sulawesi that is Innovative, Productive, Competitive, Inclusive and Characteristic, is further emphasized in the third Mission: "Development of Productive New Economic Growth Centers". This is also reflected in the South Sulawesi Government's flagship program for "Development of Leading

South Sulawesi Tourism Destinations based on Natural, Cultural and Artificial Tourism connected to National and International Tourism".

Based on the description of the problems above, a scientific approach is needed to reform policies in order to improve the economy of the tourism sector, both in terms of business actors' income and local revenue (PAD). This research was conducted in the context of: 1) Analyzing the efforts of tourism industry players in South Sulawesi Province in increasing their income during the pandemic and after the pandemic; 2) Analyze the policies of the regional government of South Sulawesi Province in supporting the continuity of the tourism sector; 3) Formulate policy recommendations that should be made by the Regional Government in South Sulawesi, to improve the regional economy through the tourism sector.

METHOD OF RESEARCH

This study was conducted at four tourist destination locations in South Sulawesi, including: Bulukumba Regency, North Toraja Regency, Maros Regency and Gowa Regency. Data collection was carried out for eight months. The research approach uses qualitative methods. Data was collected using a survey which contained 20 (twenty) types of open-ended questions aimed at informants in the business actor category. The survey aimed at government elements consisted of question items aimed at matching question items, regulations, and the realization of these rules. The parameters of the questions addressed refer to the post-COVID-19 tourism strategy compiled by UNWTO

entitled "Impact assessment of the Covid-19 outbreak on international tourism. (Moch Andry Wikra Wardhana Mamonto and Andika Wahyudi Gani, 2022).

RESEARCH RESULT AND DISCUSSION

Strategy for Tourism Business Actors during a Pandemic

In particular, this research focuses on identifying the strategies of transportation service businesses, lodging businesses, restaurant businesses, tourism object managers and creative economy business actors, especially regional souvenirs in increasing income using open interview techniques. The determination of the sample is based on the factors that encourage tourist travel, namely: the attractiveness of a tourist destination, what attractions have (tourism managers), what facilities are available there (tourism managers), what interesting shows can be watched (tourism managers). tourism), what sports can be done there, what goods can be purchased there (creative economy actors). To identify the efforts made by tourism industry actors to increase income, an interview technique was used with an open-ended question list, including: (i) income during the pandemic and the new normal period, (ii) policies towards employees during the pandemic and the new normal period, (iii) assistance sourced from the government during a pandemic, (iv) training to maximize promotion and improve the quality of Human Resources in order to create product innovation (transaction digitization).

1. Creative Economy Entrepreneurs

Local crafts as an integral part of the tourist experience, representing local traditions and indigenous people have become part of cultural tourism which is able to provide a source of income and employment opportunities for the community (Mustafa, 2011). The role of local crafts in tourism development is seen as a way to protect and preserve traditional crafts, and the cultural environment (Upadhyay, 2019).

Creative economy business actors (seller of souvenirs) in the four districts studied generally gave the same explanation that: (i) during the pandemic, business actors experienced a decrease in income, even though currently they have entered the new normal period and there has been an increase in the number of visitors, income for business actors have not experienced an increase; (ii) during a pandemic, employees who are also business owners were forced to choose to temporarily close their business until the tourist attraction reopened, now they are carrying out their normal activities; (iii) during the pandemic the business actor received assistance once, but was not in a position as a business actor; (iv) for training both capacity building to promote business products and training to improve product quality (specifically increasing innovation) have not been obtained, including the transformation of transaction methods so that the types of products sold are very limited.

Creative economy entrepreneurs in the form of souvenirs in general have not answered the needs of tourists to decide to buy a product when going on a tour. This is identified in the unavailability of products that are unique to each region. In fact, the

decision of tourists to buy a product when traveling is mostly based on emotional reasons. Most tourists bring back mementos and souvenirs as evidence of the moments, and as gifts (Wilkins, 2011).

The classic problem that shackles business actors is related to business capital, resources are still low, collaboration with banks and investors has not been established. Optimizing the potential of the local economy through the production of souvenirs requires a tourism craft marketing strategy, and constantly building promotion and sales platforms that are more informative, educative, and attractive for tourism crafts, and innovating in marketing modes (Karunia, et al., 2020).

2. Tourism Object Management Business Actor

A tourist object is a place that is visited by tourists because it has resources, both natural and man-made, such as natural beauty or mountains, beaches, flora and fauna, zoos, historic ancient buildings, monuments, temples, dances, attractions and other typical culture. A tourist object which is also called a tourist attraction is a potential that drives the presence of tourists to a destination (Girsang & Sipayung, 2021).

Managers of tourist objects in the four districts generally provide an explanation that (i) during the pandemic, business actors experienced a decrease in income, although now they have entered the new normal period, they have experienced an increase, only closing for a few months at the start of the pandemic (ii) during the pandemic, employees who also, as managers,

they are forced to choose to temporarily close tourist objects until there are more guests, in the fourth month they start being employed again (iii) during the pandemic, managers receive assistance, except in North Toraja district, meanwhile, only some of the actors receive it in Maros; (iv) for training both capacity building to promote business products and training to improve product quality have been received by some managers.

Based on the results of further interviews with tourism object managers, one of the challenges that are important to be responded to by tourism object businesses is the availability of guides, this is of course part of the effort to provide comfort to visitors. The other service quality components that need attention are destination image, destination support services and security, destination cleanliness and destination facilities, which are significantly and positively related to tourist satisfaction having a significant and positive influence on service satisfaction (Hau & Omar, 2014). This is what is then important to formulate as a strategy to improve the quality of tourist objects as an area's attractiveness.

3. Tourism Transportation Service Business Operators

Many tourism activities depend on transportation and communication. Distance and time factors greatly affect people's desire to travel. The transportation system of a tourist destination has an impact on the tourist experience which explains how people travel and why they choose different forms of vacations, destinations and transportation (Baddal & Okto, 2019).

Transportation service business actors in four districts provided an explanation that (i) during the pandemic, business actors experienced a decrease in income, even though currently they have entered the new normal period, they have experienced an increase (ii) during a pandemic, employees who are also managers are forced to choose to temporarily close their business until there is more guests (iii) during the pandemic the business actor never received assistance; (iv) for training both capacity building to promote business products and training to improve product quality (specifically increasing innovation) have not been obtained, including the transformation of how to offer production.

The important role of transportation in tourism has been realized by the Provincial Government of South Sulawesi, this is reflected in the policies contained in the Regional Regulation of the Province of South Sulawesi Number 2 of 2015 concerning the Master Plan for Regional Tourism Development of the Province of South Sulawesi for 2015-2030, even though Article 1 point 17 explains that tourism accessibility includes all types of transportation facilities and infrastructure that support the movement of tourists from the area of origin of tourists to Tourism Destinations as well as movements within the area of Tourism Destinations in relation to the motivation of tourist visits.

4. The Role of Business Actors in Accommodation Business Actors

All understanding, one of the mandatory components to determine the success of a tourist destination is

the existence of accommodation such as guesthouses, homestays, bungalows, hotels, villas, and other types of accommodation. The important role of accommodation (hotels) in tourism activities by the government is realized through Law Number 10 of 2009 concerning Tourism that the tourism industry is a collection of businesses that are interrelated in order to produce goods and/or services as fulfillment of tourists in tourism providers (Kusuma, et al. , 2021).

Innkeepers (hotels) in the four districts gave more or less the same explanation, that during the pandemic their income had decreased, although now it has started to increase. Business actors also do not close their businesses during the pandemic (continue to carry out activities); the business owner's policy for employees to remain employed during a pandemic by rearranging working hours, employees working in shifts, this policy also adjusts the recitation system; during the pandemic, both business owners and employees did not receive assistance either personally or in their capacity as tourism business actors, while the type of training, both capacity building to promote business and training to improve product quality, had not been included.

Observations also found that there was still a lack of materials in hotels to promote regional tourism. The hotel industry is very sensitive to negative environmental factors, such as economic crises, natural disasters, wars and terrorism. The disaster had a very negative effect on segments of the hospitality sector (airlines, restaurants, accommodation companies) (Kim,

and Lee, 2005). Responding to these conditions, various efforts need to be encouraged to restore management's ability to face new normal conditions. One of the strategies that must be pursued by business actors is to compare business to synonymous with services based on Cleanliness, Health, Safety and Environment, abbreviated as CHSE, to build the trust of tourists and the public.

5. Culinary Entrepreneurs

'culinary tourism' refers to food-related activities in terms of cultural consumption, 'culinary tourism' refers to physical experiences, motivated by a desire to engage with local food. In other words, the importance of 'culinary tourism' lies in the physical embodiment and sensual experience itself, while the meaning of 'culinary tourism' centers on cultural information obtained through this physical experience. Both terms are used to understand tourists' desires and food activities.

The role of local food in the travel experience is a factor that influences the experience of tourists and influences their decisions, the influence factor is based on taste/quality values, health values, price values, emotional values, and prestige values that have a positive effect on tourists' attitudes towards local food. Meanwhile, the place is considered not to affect the intention to visit culinary tourism destinations, it has a positive effect on the intention to recommend local food (Rousta & Jamshidi, 2020).

Food or culinary business actors in each Regency, provide an explanation that during the pandemic their income has decreased, but now it has started

to increase, while the business owner's policy towards employees during the pandemic was temporarily suspended until it reopened until now, during the pandemic both business owners and employees do not receive assistance either personally or in their capacity as tourism business actors; For training, both capacity building to promote business and training to improve product quality (innovation) have not been obtained by the sampled business actors.

Based on the results of interviews both during the pandemic and after the pandemic, culinary entrepreneurs and the government have not responded to tourists' needs regarding the provision of authentic travel services, which is a prerequisite for increasing the attractiveness of a holiday destination.

Therefore, in responding to these challenges, business actors and the government specifically need strategies that are followed up with policy formulations. Referring to previous research which contains the results of verification that the development of culinary tourism by integrating traditional menus into food service offerings or organizing festivals based on the culinary traditions of the areas visited is a component of demonstrating local uniqueness and ensuring the differentiation of tourism offers at the national and international levels, as concluded the potential supporting tourism development and representing the dominant factor enhancing the image of a tourist destination in the Brasov area is culinary tourism (Baltescu, 2016).

CONCLUSION

Based on the research results, it can be concluded that: 1) In general, tourism industry business actors have not implemented specific strategies to increase their income. Business actors generally have not been able to provide products that have regional characteristics and are in accordance with the standards and needs of tourists. 2) In general, there are no regional government policies in terms of: protecting business groups and tourism workers, funding policies in the form of capital, as well as business development incentives, and digitizing tourism. However, there have been local government policies in terms of: tax and levy relief, enforcement of health protocols, development of tourism human resources, and cooperation in tourism development. 3) It is necessary to reformulate policies that include: Digitalization of Tourism and Data Centers; Formation of a Regional Tourism Promotion Board; HR Development Facilitation; Facilitating the Development of Regional Typical Culinary Business Actors; Standardization of the Development of Tourism Facilities according to Regional Characteristics; Guidance Arrangement; Tourism Research and Development; and Partnership Facilitation (Penta-helix).

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