

Synergy of Tourism Services Based on Local Wisdom in South Sulawesi

Melan Angriani Asnawi

Economic Doctor Candidate at Hasanuddin University, Makassar City, Indonesia

Abstract:- Qualitative research type through phenomenological approach where the instrument is the researcher himself. Tourism management still needs the attention and support of the community, tourism potential with a number of activities that are still natural both in terms of place, society and customs culture is an interesting thing, but not widely known by the public at large both national and international scale, to require cooperation from all elements of the private sector, society, government, the world of education to jointly build the excellence of tourism.

Keywords:- Tourism, Attractions, Interesting, Destinations.

I. INTRODUCTION

All countries in the world have a unique tourism potential, unique and sometimes there are things that exist in the country but not owned by other countries, the Indonesian nation has thousands of islands that stretch from Sabang to Merauke, of course the number of islands make a lot of character, behavior, customs, culture, natural conditions and people's lifestyle, this is all an attraction for visitors from various regions and from abroad, tourism potential is also present in the Province of South Sulawesi which is owned from 24 cities and districts where each region has its own tourism potential. In the management and improvement of tourism marketing is still encountered various obstacles and on the other hand neighboring countries that are competitors increasingly vigorous and intelligent in conducting promotions in order to reach Indonesian tourists, even tour packages and foreign tourism products offered are very competitive and relatively cheap. It is estimated that out going growth in the future will experience a considerable increase if no control efforts are made.

Realized that the opportunity to increase travel / mobility of tourists archipelago is still open, among others, due to the relatively cheap airfares. However, it remains aware of various obstacles to encourage the growth of Indonesian tourists such as the interest in managing tourism businesses to promote the domestic market still needs to be improved domestic tour packages offered minimally, the image of people who are more proud to travel abroad than in the country.

➤ Problem

1. How to manage tourism based on local wisdom in South Sulawesi
2. What are the supporting factors and inhibitory factors that affect the increasing number of tourists?
3. How is the strategy to develop tourism potential in South Sulawesi

II. LIBRARY REVIEW

A. Tourism

Tourism is a travel activity or part of which is done voluntarily and is temporary to enjoy objects and tourist attractions (Law no.9 of 1990 article 1).

The understanding of tourism contains elements that are travel activities, carried out voluntarily, are temporary and travel entirely and partly aimed at objects and tourist attractions on that basis then 'tourism' is a travel activity or part of the activity is voluntary and temporary to enjoy objects and tourist attractions (Law no.9 of 1980 article 1). Tourist attractions and attractions are the targets in travel that include:

- a) Such as natural scenery, beautiful panorama, jungle with The Creation of God Almighty, which is based on the natural state and flora and fauna of tropical forest plants and rare animals.
- b) Human works berujud museum of cultural art heritage tourism argo (agriculture) tourism tirta (water) adventure tourism theme parks and entertainment venues
- c) Special interest tourism targets such as hunting, mountaineering, caves, industry and crafts, shopping places, rushing rivers, places of worship, places of worship. (travel conscious guidebook)

According to Mathiesen and wall (Muhammad Aksyar, 2012) that tourism is an activity of traveling to and from other destinations outside his residence, tours or recreation are often done for fun or leisure. Relaxing is an activity that is different from the activity of carrying out certain work. for example interrupted to do a job then we sit in the bath then this can be said to be relaxing.

B. Tourism

Tourism is etymologically derived from the word "Pari" which means to spin around and "Tourism" which means travel. On that basis, tourism is defined as a journey that is

carried out in circles from one place to another (Yoeti A.Oka, 1982 :103 in Muhammad Aksyar, 2012).

According to Prof. Salah wahab in his book entitled *An Introduction an Tourism Theory* suggested that tourism restrictions should show the anatomy of the symptoms consisting of 3unsur namely human, namely people who travel tourism , space (space), that is, the area or ruannng scope of time travel (time) that is the time used during travel and tinggal in the destination waisata (Yaoti A ,Oka:106 in Muhammad Aksyar, 2012).

Based on the three elements above, Prof. Salah Wahab formulated the definition of tourism as a human activity that is done consciously and get services beergantian people -- people in a country itself (abroad) which includes quiet in other areas (a certain area, a country or continent) for a while in search of a variety of kpuasan and different from what in nature where he obtained a permanent job.

In another sense tourism (Toursnm) is a trip made for a while organized from one place to another, with the intention not to try or make a living in the place visited, but solely to enjoy the perjalanan to fulfill his various desires (Yaoti A,Oka:09 in Muhammad Aksyar, 2012).

C. Tourism Facilities (Facilities and Infrastructure)

Tourism facilities and infrastructure is a complement to tourist destinations needed to serve the needs of tourists in enjoying their travels. The construction of tourist facilities and infrastructure in tourist destinations and certain tourist attractions must be adjusted to the needs of tourists both quantitatively and qualitatively, more than that market tastes can also determine the demands of tourism facilities and infrastructure in question (in Tomy Ahmadi, 2012).

Tourism facilities as the spearhead of tourism tourism can be interpreted as a business that directly or indirectly provides services to tourists in a tourist destination where its existence is very dependent on tourists on the existence of tourist travel activities. The facilities are as follows:

a. Accommodation

Accommodation is a link of tourist activities. Hospitality is inseparable from tourism. Without tourism activities can be said hospitality accommodation will be paralyzed, on the contrary, tourism without hotels is an impossible thing, especially when we talk tourism as an industry.

Tourists will need temporary shelter while on their way to be able to rest. With this facility, it will encourage tourists to visit and enjoy the objects and attractions of tourism with a relatively longer time. Information about this accommodation affects travelers' assessment of the choice of accommodation type chosen, such as the type of facilities and services provided, the price level, the number of rooms available and so on.

b. Places to Eat and Drink

Tourists who visit a tourist attraction certainly want to enjoy their travels, so the food and beverage service must be supportive, it is very important for tourists who do not bring supplies. Even if a tourist destination has a typical food, tourists who come in addition to enjoying tourist attractions also enjoy the typical food or it could be the main purpose of enjoying that special food alone. The necessary considerations in the provision of food and beverage facilities include the type and fariasi of food offered, the level of quality of food and beverages provided, the level of price, hygienic level, other things that can increase a person's appetite as well as the location of the food place. Usually the location is associated with the accommodation and the route of the tour.

c. Shopping

Shopping is one of the tourist activities and part of tourist expenses are distributed for shopping. Assessment in the provision of shopping facilities is carried out on the availability of goods sold and adequate service, convenient location and good access and relatively affordable price level.

d. Public facilities in tourist attraction locations

Public facilities that will be reviewed in general research are facilities commonly available in recreation areas such as:

- 1) Parking lot
- 2) Public toilets
- 3) Musholah/mosque
- 4) Means of information and directional boards
- 5) Recreational facilities and playgrounds
- 6) Pay phone

Tourism facilities quantitatively refer to the number of tourist facilities that must be provided and qualitatively show the quality of services provided and reflected in the satisfaction of tourists who obtain services.

1. Accessibility

Accessibility is a function of distance or level of ease to reach tourist areas with various tourist destinations Related to the movement system in the transportation system in a region. This is different from the munafaktur industry, where goods (products) can be sent to consumers then in consumer tourism (tourists) must come to areas where there are tourist products to consume these tourism products, especially objects and tourist attractions.

Therefore, the level of ease of achievement towards tourism will affect the development of tourist areas. Distance and availability of transportation facilities and infrastructure into tourism is the most important thing. The type, volume, tariff and frequency of transportation modes to and from tourist areas will affect the number of tourist arrivals. Comfort during the trip to the tourist area and tourist area should be considered.

2. *Promotion and Information*

Information, one of the important components in the tourism component is the existence of travel information, this information can be presented in the form of maps, manuals, articles in magazines, brochures or through the internet. Promotion is an important activity in the development of tourism that can be done by the government and private sector, this promotional activity can be done by advertising, through public relations activities and providing incentives such as discounted admission tickets.

The form of promotion of a tourist product carried out by visitors among others is done by exchanging information, various experiences by word of mouth to the people around him. Experience or satisfaction of someone who has enjoyed a product or travel is the most powerful media to be used as a promotional media in the form of by mouth promotion the most trusted truth (Yusuf, 2003). Thus, visitors also have a role penting in doing limited promotion of an object and tourist attractions, indirectly he as an agent of promotion.

3. *Tourism Product Development*

Tourism product development is the development of componentscompens products. What is meant by product development is an effort to create products that are better and different from before (making products newer).

Tourism product development is more defined as the addition of components of tourism products that have been in a tourist attraction. The development itself is able to provide a service that suits the tastes of tourists. The lack of supervision and control efforts in some tourism objects led to a decrease in the quality of existing tourism products. Therefore in the development of tourism products are very important to improve the quality of tourism products need to be done to improve the image that "Tourism products are cheap, therefore the quality is bad" to " Tourism products are quite quality although the price offered is relatively cheap" (Nursusanti, 2005 in Tomy Ahmadi, 2012).

D. *Promotion*

Wursanto (Budi and Agung, 2012) the term promotion means progress, moving forward, granting higher award status. Heldjrachman (Budi and Agung, 2012), stated that promotion is a transfer from another position that has higher status and responsibility, usually accompanied by an increase in wages, salaries and other rights.

1. *Strategies in Conducting the Right Promotion*

According to Beatrix (Etty et al, 2013) promotions can be ineffective if the media chooses the wrong media. Not necessarily a media with high credibility and many costumers according to our event audience. A lot of it happens, the ads have already sucked up a huge cost but it was not able to capture the desired audience. Therefore, to do the right publication and promotion for an event, it is necessary to consider some things as below:

- a) Segments
- b) Location
- c) Airtime and frequency
- d) Size
- e) Types of media
- f) Cost considerations
- g) When is required
- h) Eye-catching material design

2. *Promotion Method*

Methods that can be used in promotional activities of an event consists of the following:

- 1) Advertising
 - a) Print media
 - b) Electronic media
- 2) Personal sales / authority
- 3) Public Relations

3. *Personal Selling Promotion*

Personal selling promotion in badholahi Mustafa (Ayu et al. 2013) is a persuasive two-way communication marketing mechanism by utilizing public relations techniques. According to Dalibour Bubujevic in his journal titled Position and Role of Personal Selling in Contemporary Marketing Management. The definition of personal selling is the oldest instrument in promotion that uses techniques between seller and buyer.

According to Philip Kotler (Ayu et al, 2013) personal selling has three special properties, namely:

a) *Personal confrontation.*

Personal selling includes a lively, direct and interactive relationship between two or more people. Each party can see the needs and characteristics of the other party more closely and immediately make adjustments.

b) *Response.*

Personal selling makes buyers feel obliged to listen, pay attention, and respond to salespeople.

c) *(Cultivation).*

Personal selling allows the emergence of various types of relationships ranging from sales relationships to friendship relationships. Which means that personal selling is engagement through direct communication with potential customers through the process of building relationships, detecting needs and packaging products that suit their needs. It is also a process to inform the goodness of the library in providing data, reminding and convincing the user.

Personal selling promotion strategies can be explained as follows:

- a) Librarian to the library is a direct sale made by one seller to one prospective customer. Usually this activity is called pick up the ball from librarian to librarian.

- b) Librarians to the library group is a direct promotional offer made by one pustawan to a group of prospective librarians gathered in a certain place.
- c) The librarian team to the buyer group is a direct promotional offer made by a group of pustawan to a group of prospective librarians gathered in a certain place.
- d) Promotional offers through seminar is a direct promotional offer made by utilizing the implementation of seminars or during teaching and learning activities if it happens in a school.

Personal selling is one of the promotions carried out in the library of SMA Taruna Nusantara Magelang to attract students as a library to utilize the library in teaching and learning activities in schools.

E. Marketing

In defining Marketing we can distinguish between social and managerial definitions for marketing. By social definition, marketing is a social process by which individuals and groups get what they need and want through the creation, offering, and freely exchanging valuable products and services with others (Philip Kotler, 2002). As a managerial definition, marketing is often described as the "art of selling products". But Peter Drucker, a leading management theorist, said: "The purpose of marketing is to make sales redundant. The purpose of marketing is to know and understand the customer well so that the product or service matches him and sells himself (Philip Kotler, 2002).

Marketing is a management process to identify, anticipate and satisfy customers' needs profitably. Marketing is the process of planning and implementing conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Both of these definitions reflect a traditional, transaction-oriented view of marketing. They contain no explicit recognition of the long-term value of the customer. Theory has begun to develop alternative definitions that capture the nature of new marketing. Gronroos (1990, 1991; 1994, p355), for example, offers the following: "Marketing is to build, maintain, and improve relationships with customers, and other partners, on profits, so that the objectives of the parties involved are met.

Case studies related to marketing in the form of relationship dependency, trust, commitment, communication, cooperation, and equity. Researchers in marketing have an established tradition of examining dependency in consumer-seller relationships. In the works of Emerson (1962) and Beier and Stern (1969), Frazier (1983) in Jeffrey E. Lewin and Wesley J. Johnston (1997) proposed that the buyer's dependence on the seller directly relates to the consumer's need to maintain the relationship in order to achieve the desired goals (e.g., profit, source of supply, customer service).

Heide and John (1988) in Jeffrey E. Lewin and Wesley J. Johnston (1997), identified four situations where buyer

dependence on suppliers increased: (1) when the results obtained from buyer-consumer relationships were important, highly valued, and/or the size of exchanges was high, (2) when consumer relations affords relatively better benefits compared to the benefits available from alternative relationships, (3) when some potential alternative sources of exchange are available, and (4) when relationships affords relatively better benefits compared to the available benefits of alternative relationships, (3) when multiple potential alternative sources of exchange are available, and (4) when it is considered either difficult or expensive to replace incumbent suppliers.

Formal marketing studies focused initially on the distribution and exchange of commodities and manufactured products and featured a foundation in economics (Marshall 1927; Shaw 1912; Smith 1904 in Stephen L. Vargo and Robert F. Lusch, 2004). Initially marketing scholars directed their attention to commodity exchange (Copeland 1920 in Stephen L. Vargo and Robert F. Lusch, 2004), marketing agencies that made goods available and arranged for ownership (Nystrom 1915; Weld 1916 in Stephen L. Vargo and Robert F. Lusch, 2004), and the necessary functions to be performed to facilitate the exchange of goods through marketing agencies (Cherington 1920; Weld 1917 in Stephen L. Vargo and Robert F. Lusch, 2004).

III. RESEARCH METHOD

This type of research is qualitative through phenomenological approach.

IV. DISCUSSION

1. How to manage tourism based on local wisdom in South Sulawesi

Effective promotional activities are one of the techniques carried out to break through the tastes and desires of consumers, creating an image that is able to influence a number of people who are expected to have attention to the products or services offered. The activities carried out by the Department of Culture and Tourism is a work program that aims to inform the audience of the archipelago and foreign countries about tourist attractions in Sul-Sel, especially in the city of Makassar so that the audience or prospective tourists are interested in visiting. The promotion activities of the Department of Culture and Tourism are carried out by the Promotion Section and its staff who have the following functions:

- a) Carry out the preparation of the work plan in accordance with the main duties and functions;
- b) Publish and conduct the procurement of promotional materials / publications of tourism;
- c) Develop tourism profile data base in preparation of promotional and evaluation materials;
- d) Analyze the development of tourism market and travel patterns / tourist visits individually or in groups;

- e) Provide technical guidance and services in the framework of tourism business development and provision of facilities, conventions, incentives, and exhibitions;
- f) Distribute promotional goods to domestic and foreign countries to increase the dissemination of tourism in Makassar City;
- g) Organizing tourism promotion through print, electronic, and other media;
- h) Coordinate with other work units related to their duties;
- i) Carry out other duties of service given by superiors;
- j) Arranging Report Results of the Implementation of tasks.

According to the results of an interview with one member of the community said that promotional activities are very important, because a tourism place will be known if there is information spread (interview by H February 2021)

The use of brochures distributed in it listed excellent tourist attractions. The aim is to promote tourist attractions and make it easier for tourists to reach the place because the brochure contains a profile of tourist attractions. Local government should not depend on APBD funds, the important thing is how to move all the potentials owned such as entrepreneurs and related agencies and communities.

Distribution of promotional goods into the country and abroad is also a function of the Promotion Section. Distribution is carried out in various ways, both through exhibitions, direct distribution to travel and cooperation with the Tourism Office in various regions both within the city and outside the city. According to the promotion staff, Fajar Harianto, A.Md. stated that distribution is a very important thing to do. The more and more intense distribution is carried out, the greater the impact on tourism growth. Organizing tourism promotion through print, electronic, and other media is also carried out by the Department of Culture and Tourism.

Promotional planning is as follows:

I. Introduction to Audiences

This introduction to the audience (prospective tourists) is carried out jointly with the travel agency. Travel agencies have a lot of information about tourism matters such as information about:

- a) Region / Country of origin of tourists
- b) Age, gender, and occupation
- c) Motivation of tourists to travel

Various promotional activities carried out by the Department of Culture and Tourism are as follows:

a. Advertising

Advertising is a practical way and its wide reach. This way is the main activity in the Department of Culture and Tourism of South Sulawesi In general advertising can be interpreted as an activity of disseminating communication messages to the audience to inform something or to offer goods and services by renting media. As stated by the Head of Promotion Section, Drs. Samudra Usman as follows:

"Advertisements are made using mass media, namely electronic media in the form of advertisements on television on various local and national TV channels such as Fajar TV and Anteve as well as advertisements on radio and other media, such as booklets and leaflets".

According to the author of the use of advertisements are usually made when approaching the world tourism day, the anniversary of Makassar and at the time of tourism events such as TIME or sponsoring activities such as the Jusuf football cup. The advertisement aired in An Teve because the Makassar Department of Culture and Tourism sponsors the Jusuf cup football match in AnTeve. In addition, advertisements aired on Fajar TV and radio in the lead-up to world tourism day and Makassar anniversary which coincided in September and November as well as tourism events.

According to the response from an academic said as follows: in the process of promotion and advertising both in the local, national and international media requires a certain amount of cost for the promotional budget so that the tourism product can be widely known (interview Mr. P, February 2021)

b. Public Relations

In the Department of Culture and Tourism there are no employees who act as a PR, but there is a pr function in it, including introducing (promotion) services, making advertisements, obtaining publicity, and encouraging the motivation of investors / entrepreneurs engaged in tourism It is emphasized by the Head of Promotion Section, that: "Although in the Makassar Cultural and Tourism Office there is no Public Relations, but some PR functions are still carried out by the promotion and marketing department such as promoting services, making advertisements, publicity and encouraging investor motivation".

c. Publicity

Building the company's image can be done with publicity, by providing a positive facet of the products / services owned to attract an audience. To be more trusting. Publicity concerning the Makassar Culture and Tourism Office is packaged in the form of articles. This form is considered more trustworthy and more affecting because of the promotions carried out. in the form of news instead of advertising. Article creation aims to support programs or events to be implemented, for that it needs the support of journalists or in other words foster relationships with the press.

According to the promotion staff, Fajar Harianto, A.Md. stated that the Makassar Culture and Tourism Office always makes news that will be published in various print media in Makassar. In addition, the Makassar Culture and Tourism Office also obtained a Tie-in Publicity. This kind of publicity can happen through important events. As stated by the Head of Promotion Section, Drs. Samudra Usman as follows:

"Publicity was obtained when the Makassar Culture and Tourism Office held a dialogue event with a tourism awareness group. The event was covered by TVRI and several print media such as Fajar, Tribun Timur and Sekitar Indonesia".

Publicity is one of the promotional elements that has the properties of a high level of truth and trust. The preaching of truth and trust given to the community, is considered as something true and can be more trusted than the news is issued with sponsorship from the seller, because the news is impartial. Second, you don't realize the true purpose of the promotion. Through publicity can be achieved potential customers. This is because the message conveyed by customer publicity is in the form of news.

Third Dramatization such as advertising, personal selling, publicity also has the ability to describe the company's products or services in the form of a clear story. It is also confirmed by the Head of Promotion Section, that: "Promotion in the form of publicity is very beneficial to the Makassar Culture and Tourism Office. In addition to not spending money, the published news is more trusted by the public and the content of the news is more detailed and clear".

d. Sales Promotion

Sales promotion is a promotional activity aimed at encouraging sales at a certain time. In its implementation sales promotion is short-term, offers rewards, gives birth to a quick reaction, is sales-oriented, distinguishes itself from competitors on certain occasions, and gives actual value to the products and services offered. The Department of Culture and Tourism also conducts this activity by giving gifts to tourists.

B. What are the supporting factors and inhibitory factors that influence the increase in the number of tourists?

Promotional activities greatly affect the number of tourists visiting Sul-Sel. But it is inevitable that there are also factors that support or hinder in efforts to increase the number of tourists in Sul-Sel.

According to the author in introducing tourism products is needed support from all elements of society, of course the role of the government is very important so that it must be synergistic between the community and the government (interview by P, February 2021)

1. Factors that support the implementation of tourism promotion include:

a. Sights

Makassar is one of the cities selected in the top 10 leading tourist destinations and the city 'MICE' (meeting, incentive, convention, exhibition). Of course Makassar has fulfilled the requirements as a leading tourism city, one of which is quite a lot of tourist attractions and interesting. The attraction is in the form of God's creation and man-made.

These attractions include nautical attractions, historical attractions, tourist attractions 'MICE' and many more. In line with the statement from the Head of Promotion Section, Drs. Samudra Usman that: "Makassar is one of the leading tourist destinations in Indonesia that has a variety of tourist attractions that can be visited. In addition, it is supported by a variety of typical Makassar food and interesting tourist attractions".

b. Facilities and Infrastructure

Facilities and infrastructure are a contributing factor in the increasing number of tourists in Makassar. It is characterized by the establishment of new hotels, such as Santika and the growth of other facilities and infrastructure. This is in line with the statement of promotional staff, Fajar Harianto, A.Md. that one of the factors that helped boost the growth of the tourism sector in the city of Makassar bright is the increase of accommodation facilities in the form of star hotel construction that occurs every year.

2. Factors that hinder the implementation of tourism promotion include:

a. Funds

Makassar as one of the tourist destinations, constrained by the problem of funds to conduct promotions. In fact, the area is one of the leading national tourist destinations since 2006, along with four other provinces outside Bali.

According to the author of the budget factor is important because the current condition is all-round purchased, in addition the promotion program must also be well coordinated and supported by the government, private and public

Makassar is difficult to compete with other regions in advancing the tourism sector due to limited funds, while for attracting foreign tourists requires considerable funds for promotion. The funds provided by the Makassar City Government are never enough. Therefore, the Government expects support from investors / entrepreneurs engaged in tourism.

The funds provided by the Makassar City Government are never enough for tourism promotion. However, the Makassar Culture and Tourism Office always strives to keep the promotion carried out by seeking support from investors.

b. Human Resources

The human resources in question are the community, especially students. Frequent demonstrations in Makassar have had an adverse impact on tourism. The demonstrations damaged Makassar's image as well as tourism. This is in line with the statement of the promotion staff, Fajar Harianto, A.Md. that the lack of public awareness, especially students to create a conducive atmosphere in Makassar which ultimately gives a positive impact for tourism.

Human resources are very important in the success of tourism in Makassar. Orderly traffic, good security and community hospitality are important components in tourism. Always create an atmosphere conducive to orderly traffic, maintain security and friendly to everyone must be inside every community.

The lack of awareness of tourism must be addressed properly. Makassar City Government confirmed 370 people to be a tourism awareness group. The aim is to support local government efforts to develop tourism as a leading sector. This tourism awareness group will be tasked with socializing the importance of Sapta Pesona application in the surrounding community so that tourism awareness can be more widespread in the community.

B. How is the strategy to develop tourism potential in South Sulawesi

Partnership Policy between Government, Private and Community

Cultural Development and Tourism is an integral part of regional development which is in fact an integrative process both in the level of planning, implementation and control carried out on an ongoing basis. This development is carried out in order to improve the welfare of the community, considering that the world of tourism has a large scope, then the development activities of the cultural and tourism sector is not solely the responsibility of the Local Government, but must be carried out together and supported by all components of society. Therefore, partnership between government, private and community is one of the alternatives that must be built through earnest commitment which is a very strategic keyword and should be the focus of attention to solve and encourage the growth of the world of culture and tourism in makassar city.

The most important thing to do is to build synergy between the interests of the community and the interests of the government so that any program made related to tourism programs or other programs can run well

To build a common commitment and desire must of course be formulated policies related to the public interest within the framework of Regional Autonomy taking into account various issues that develop, so as to degrade the image or cultural image of tourism of a region. In addition, the development of modern cultural and tourism planning continues to be developed and able to identify with various approaches or modern marketing techniques that are program-oriented in order to meet the desires of visitors and be able to maintain customer expectations.

A. Tourism Policy Dimension

The implementation of regional autonomy in Indonesia based on law No. 32 of 2004 which has been amended into Law 12 Year 2008 on Local Government is the basis for local government in running the wheels of government in their

regions. Regional autonomy creates a freer wiggle room in making regional policies and regulations involving relevant parties in accordance with the understanding and needs of the people of each region, including the development of the tourism sector.

The development of tourism sector as its current position, is one of the leading sectors in the National economy that always needs to be developed and improved. If reviewed from the social economic aspects can increase people's income, expand employment opportunities, increase government revenues, increase foreign exchange receipts increase national entrepreneurship and help encourage development in the region. The Law of the Republic of Indonesia Number: 10 Year 2009 concerning tourism is outlined that tourism development needs to be improved to expand employment opportunities and business opportunities, increase foreign exchange receipts and introduce the cultural nature of the Indonesian nation.

In the face of global change and strengthening the personal right of people to enjoy leisure time with travel, it is necessary to build tourism that rests on the diversity, uniqueness, and distinctiveness of the nation while placing diversity as an intrinsic in the frame of the Unitary State of the Republic of Indonesia. In addition, tourism development must still pay attention to the population. The population will be one of the main capital in tourism development in the present and future because it has a dual function, in addition to being an asset of human resources, also serves as a potential source of tourists archipelago.

Thus, the development of tourism can be used as a means to create awareness of national identity and togetherness in diversity. Tourism development is developed with an approach of economic growth and equality for people's welfare and development oriented towards regional development, based on the community, and empowering the community covering various aspects, such as human resources, marketing, destinations, science and technology, cross-sectoral relations, international cooperation, empowerment of small businesses, and responsibility in the utilization of natural and cultural resources. In terms of culture, Indonesia's tourism sector introduces Indonesian culture to foreign tourists. So the tourism factor has a considerable contribution in national development, therefore all the potentials in the country need to be utilized as best as possible.

In connection with this, a concept or formulation of national tourism development planning (RIPPNA), regional / province (RIPP-Province), and local cities and districts (RIPP City / District). Especially at the level of the Makassar City Government, the preparation of the Makassar City Tourism Development Master Plan (RIPP) is the description of rippnas and ripp of South Sulawesi Province. Makassar City Government that this area has a variety of potential tourism

objects and is motivated by awareness and political will (Political Will). Makassar City Government to further increase Local Indigenous Income (PAD) derived from tourism sector.

Tourism is an integral part of regional and national regional development planning, because tourism covers and is related to other sectors such as: political conditions, kamtibnas, telecommunications, trade, and industry as well as other sectors. In connection with this, ripp Makassar city is expected to have the force of law (Perda) which is the basis of the actions of the Makassar City Government in regulating, developing, and controlling tourism activities in its territory. In order to create a harmonious and balanced development between all sectors while referring to the General Plan of Spatial Planning makassar city, so that the position of makassar city RIPP become a reference in tourism planning more detail / technical. The potential development of tourism sector in Makassar City has a potential prospect because it has various types of tourism objects including: natural tourism, tirta tourism, rich historical uniqueness of cultural arts and souvenirs.

Development in tourism is one of the potential sectors that need to be developed, according to the statement *"Tourism can be a potent development tool, generating economic growth, diversifying the economy, contributing to poverty alleviation and also creating backward and forward linkages to other production and service sectors.* (Iain T. Christie and D. Elizabeth Crompton, 2003,h.63). "Tourism can be a potential development tool, generate economic growth, diversify the economy, help reduce poverty and also create reciprocal relationships with other production and service providers" sectors. This shows that each area has a variety of tourism potentials that can be excavated and developed with the aim of meeting the needs of the community for entertainment facilities, family recreation and opening jobs for the community around tourist sites.

Tourism can foster and increase the introduction of culture and love for the country. From the tourism sector can also contribute to the receipt of Local Native Income derived from taxes, parking levy and tickets or can bring foreign exchange from tourists visiting. The existence of tourism will also grow economic businesses around the tourist area and support its activities so as to increase people's income. As Mustafa Kemal said, *"In this regard, most conclusions on the impacts of tourism development are that economic impacts are perceived as mostly positive.."* (Kemal, 2002,h.29). "In this regard, most of the conclusions about the impact of tourism development that the economic impact is considered the most positive.."

From the explanations above, it can be seen that how important the tourism development sector is. For this development, cooperation or partnership is needed through an approach with existing tourism organizations consisting of the government, private sector, and the community and related

parties that are expected to support the continuation of tourism development in the area. In accordance with the statement of Notoatmodjo (2003) states that partnerships can be formed if they meet the following requirements:

1. There are two or more parties, are government, private and public.
2. Have a common vision in achieving a common goal in the management of Tirta Wisata.
3. There is an agreement between the government and the private sector in the management of Tirta Wisata that can have a positive effect on the economy of the surrounding community.
4. Mutual need between the government, private sector and the public has their respective roles in the management of Tirta Wisata.

Partnership with The World of Private Sector and Society partnership is a governance that encourages partnerships with the private business world and society, namely the development of civil society through increasing the participation of the public and the private sector must be empowered through the establishment of cooperation or partnership between the government, private sector, and society. Bureaucratic obstacles that become obstacles to the formation of equal partnerships must be immediately overcome by improving the service system to the public and private sector as well as the implementation of integrated services.

V. CONCLUSION

Building tourism services requires cooperation between all elements of society, the responsibility of tourism promotion is not only owned by the government but the government must invite all levels of society to jointly succeed tourism, tourism challenges in south Sulawesi generally still run alone means the understanding that is built that tourism only belongs to and the responsibility of the tourism office.

REFERENCES

- [1]. Ayu et al (2013), "Perception of Literature on Promotion Through Personal Selling in The Library of Sma Taruna Nusantara Magelang", Journal of Library Science Volume 2, Number 2, Year 2013 Page 1-6 Online from <http://ejournal-s1.undip.ac.id/index.php/jip>
- [2]. Budi dan Agung (2012), "Rotation, Mutation and Promotion of Employees at Pratama Klaten Tax Service Office", Competitiveness journal of Resource Management Economics, Vol. 13, No. 1, June 2012.
- [3]. Etty et al (2011), "Model Strategy for Promotion of Exhibition Stands In PCO Companies (Professional Conference Organizers)", Journal of Economics and Business, Vol. 10, No. 2, December 2011.
- [4]. Francis Butle (1996), "Relationship Marketing Theory and Practice", British Library Cataloguing in Publication Data London: Paul Chapman Publishing Ltd.

- [5]. Jeffrey E. Lewin and Wesley J. Johnston (1997), "Relationship Marketing A Case Study", Relationship Marketing Theory, Journal of Business Research 39, 23-31 (1997)
- [6]. Jagdish N. Sheth and Atul Parvatiyar (2002), "Evolving Relationship Marketing into a Discipline", Journal of Relationship Marketing, Vol. 1(1) 2002.
- [7]. Muhammad Aksyar (2011), "Impact of Tourism on the Environment", <http://anca45-kumpulan-makalah.blogspot.com/2011/12/dampak-pariwisata-terhadap-lingkungan.html>, downloaded on December 3, 2011.
- [8]. Philip Kotler (2002), "*Marketing Management, Millenium Edition*", University of Phoenix, Boston: Pearson Custom Publishing 2002.
- [9]. Sheen of Sulawesi 2012. Tourism and Handicraft Exhibition. www.debindo-mks.com.
- [10]. Stephen L. Vargo dan Robert F. Lusch (2004), "*Evolving to a New Dominant Logic for Marketing*", Journal of Marketing Vol. 68 (January 2004).
- [11]. Tomy Ahmadi (2012), "environmental science (tourism)" introductory paper, <http://tjotos.blogspot.com/2012/12/makalah-pengantar-ilmu-lingkungan.html>, downloaded in December 2012.