



Analysis of Makassar City's Vision in Developing a Tourism-Based Creative City

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ABSTRAK

Makassar City, a prominent metropolitan area in Indonesia, adopts the development vision of "Accelerating the realization of Makassar as a 'Sombere' and smart city with strong urban resilience for all" emphasizing the integration of cultural values, technology, and sustainable development. However, realizing this vision in developing a tourism-driven creative city remains challenging, particularly in terms of policy coherence, stakeholder collaboration, and innovation capacity. This study aims to analyze Makassar's development vision in the context of tourism-driven creative city development and its contribution to regional economic growth. The research employs a qualitative descriptive approach using secondary data from government reports, statistical publications, and relevant literature, which are analyzed through data reduction, data display, and conclusion drawing. The findings indicate that Makassar has significant tourism potential, supported by diverse attractions, increasing tourist arrivals, and consistent growth in tourism-related sectors, including accommodation, information and communication, and real estate, all of which contribute to Gross Regional Domestic Product (GRDP). Furthermore, the integration of local cultural values (Sombere'), smart city initiatives, and the development of the creative economy enhances the city's competitiveness and resilience. In conclusion, Makassar has strong potential to develop as a tourism-driven creative city; however, more integrated strategies, innovation, and sustainable policy implementation are required to strengthen its position as a globally competitive urban destination.



INTRODUCTION

A vision articulates the primary objectives and purpose of an organization, providing a framework that guides its interactions with stakeholders, including employees, partners, consumers, and the wider community. It also outlines long-term goals for growth and development. To be effective, a vision must be clear, unambiguous, and capable of guiding and unifying all organizational components.

In the context of regional governance, the Makassar City Government (2021) defines a vision as “a broad statement regarding the expected condition at the end of the planning period.” This regional development vision reflects the ideal conditions that Makassar City aims to achieve during the 2021–2026 period. It is operationalized through strategic planning processes that involve policy formulation, stakeholder engagement, and resource management over the five-year tenure of the Mayor and Deputy Mayor. Accordingly, Makassar City's vision in the 2021–2026 Regional Medium-Term Development Plan (RPJMD) is:

“Accelerating the realization of Makassar as a ‘Sombere’ and smart city with strong urban resilience for all.”

This vision aligns with the concept of a tourism-based creative city, which emphasizes the development of ideas and innovation, particularly through grassroots creative communities. A creative city also encompasses a value chain that includes creation, production, distribution, consumption, and preservation (Jufra et al., 2021). In this context, the integration of tourism serves as a strategic approach to strengthen creativity-driven development in Makassar City.

Furthermore, the incorporation of technology into tourism development leads to the emergence of smart tourism. Smart tourism

creates an ecosystem that fosters innovation and enhances tourism experiences through digital integration. The convergence of technology and tourism reflects the sector's evolution alongside rapid advancements in information and communication technologies. This development enables local micro-enterprises to connect with global markets while facilitating interactions between local communities and international tourists (Zalsabila et al., 2024).

1.1. Makassar Global City

Makassar, the capital of South Sulawesi Province, is one of Indonesia's major urban centers with considerable tourism potential. Formerly known as Ujung Pandang, the city offers a diverse range of attractions, including maritime, natural, historical, cultural, shopping, and man-made tourism. Notable destinations such as Losari Beach and the 99 Dome Mosque reflect the diversity and appeal of Makassar's tourism landscape (Arieza, 2024). This diversity contributes significantly to local economic development, as the tourism sector serves as a key driver of regional growth by creating employment opportunities, improving community welfare, and reducing poverty in surrounding areas.

As the tourism sector continues to expand, it is important to understand the interactions among tourists, local residents, and industry stakeholders. According to Spillane (1994) in Abdillah (2017), tourism involves three main actors: tourists seeking experiences and personal fulfillment, local communities acting as hosts, and intermediaries, particularly tourism-related businesses. These stakeholders play a crucial role in supporting the realization of the “Makassar World City” concept. Tourists drive demand for services and experiences, while local communities provide authenticity that enhances the city's attractiveness. At the same time, tourism enterprises—such as hotels, restaurants,



and travel agencies—deliver essential services and infrastructure to meet visitor expectations.

Effective collaboration among these stakeholders is essential for developing a sustainable and competitive tourism ecosystem. With strong stakeholder synergy, Makassar has significant potential to achieve its vision as a global city and an internationally recognized tourism destination. This study therefore examines the various forms of tourism in Makassar, highlighting how its diverse attractions can support its development as a leading destination for international visitors.

1.2. Sombere' and Smart City

Sombere, derived from the Makassar language, refers to a friendly, cheerful, and welcoming attitude toward others. This value reflects the warmth and hospitality of the Makassar people and plays an important role in helping tourists adapt to the local social environment. The integration of sombere into Makassar's smart city initiative demonstrates how cultural values can be embedded within modern governance. This approach aims to strengthen relationships between the government and the community, promote responsiveness, and encourage problem-solving through innovative and empathetic solutions. Moreover, the application of sombere values—through both verbal and nonverbal communication—supports bureaucratic reform by fostering a more human-centered administrative system (Aziz & Djunaedi, 2022).

The incorporation of local cultural values into the smart city framework highlights the potential synergy between technology and indigenous knowledge in creating a more inclusive and sustainable urban environment. In this context, the development of smart tourism emerges as a strategic outcome, utilizing digital technologies to enhance tourism experiences and service delivery. This not only strengthens Makassar's position as a competitive tourist destination but also contributes to local economic development by optimizing technology-driven tourism opportunities.

1.3. Strong City Immunity for All

The "Strong City Immunity for All" campaign—interpreted as strengthening urban resilience—highlights Makassar's capacity to maintain economic stability amid various crises. In this context, the tourism sector plays a crucial role as a sustainable pillar of the local economy. Sustainability in tourism is reflected not only in the number of visitor arrivals but also in the quality of experiences and the long-term benefits generated. These include cultural preservation, environmental protection, and the empowerment of local communities involved in tourism activities.

Tourism is a vital component of Indonesia's economy, contributing significantly to Gross Domestic Product (GDP), generating employment opportunities, and improving living standards. As a driver of regional economic development, tourism encompasses a wide range of interconnected sectors, such as hospitality, food services, transportation, trade, and other supporting industries (Wahyudi in Basorudin et al., 2021).

In line with this perspective, this study examines the contribution of the tourism sector to Gross Regional Domestic Product (GRDP) at constant prices. The analysis focuses on 17 economic sectors, with particular attention given to three sectors that directly represent tourism-related activities: accommodation and food services, information and communication, and real estate. The accommodation and food service sector provides essential services for tourists, while the information and communication sector plays a key role in tourism promotion through both conventional and digital media. Meanwhile, the real estate sector supports tourism development through the provision of infrastructure, including hotels and other facilities. By analyzing sectoral contributions based on the Indonesian Standard Industrial Classification (KBLI), this study provides a comprehensive understanding of how these sectors support the tourism industry and contribute to regional economic growth (Yanto et al., 2024).



1.4 Creative City

A creative city is characterized by its ability to foster innovation and generate new ideas that influence social and cultural dynamics (Pratt, 2008). Such a city provides an enabling environment for both creative industries and professionals, encouraging collaboration, knowledge exchange, and the development of innovative solutions. By attracting and retaining creative talent, a creative city becomes a dynamic space where individuals can live, work, and contribute to economic and cultural development.

In the broader context of development, the promotion of creativity and innovation plays a crucial role in supporting sustainable urban growth. Development is not only an economic process but also involves social and cultural transformation achieved through strategic policies and planning. In this regard, appropriate development strategies can strengthen urban competitiveness by fostering creativity and innovation across multiple sectors (Tikson, 2005, as cited in Tri Kartono & Hanif Nurcholis, n.d.).

1.5 Tourism

The term tourism is derived from the Sanskrit words *pari*, meaning “many” or “repeated,” and *wisata*, meaning “journey” or “travel” (Misdrinaya, 2017). In a broader sense, tourism refers to the movement of people from one place to another for various purposes, including leisure, business, and cultural experiences.

In the Indonesian context, tourism is defined by Law No. 10 of 2009 (as amended by Government Regulation in Lieu of Law No. 2 of 2022 on Job Creation) as a comprehensive system that encompasses tourist attractions, supporting facilities, and related services provided by communities, businesses, and government institutions. This definition highlights tourism as a multidimensional sector involving various stakeholders and interconnected activities.

1.6 Prospects of Makassar City

Makassar City has considerable potential for creative tourism, supported by its rich cultural heritage and diverse natural resources. One of its key strengths lies in the utilization of local culture as a means of attracting tourists. The city is well known for its traditional arts, including dance, music, and handicrafts, as well as its distinctive culinary heritage, such as *Coto Makassar* and *Pallubasa*, which offer authentic gastronomic experiences (Jariyah et al., 2024). These elements are closely aligned with the concept of creative tourism, which emphasizes the integration of culture, creativity, and unique visitor experiences.

This potential can be further developed through innovation in creative products, particularly in visual arts, design, and music. The presence of active creative communities, which regularly organize exhibitions and festivals, provides a strong foundation for this development. In this context, collaboration among government institutions, creative industry actors, and local communities is essential to support the transformation of Makassar into a tourism-oriented creative city. With appropriate strategies and innovation, the city has strong potential to become a leading destination for both domestic and international tourists (Jariyah et al., 2024).

In terms of tourism typology, Makassar offers a wide range of attractions, including marine, nature-based, cultural, historical, and urban tourism. Marine tourism is a prominent segment, characterized by island destinations and coastal activities, while nature-based tourism highlights ecotourism areas and coastal landscapes. Cultural and historical tourism are reflected in heritage sites, museums, and traditional settlements that preserve local identity and history. In addition, urban tourism is supported by shopping areas and man-made attractions that enhance the overall visitor experience. This diversity of tourism products strengthens Makassar's position as a multifaceted destination and supports its development as a creative and competitive tourism city.



1.7 Strategy for Developing Creative Cities through Tourism

In the development of tourism-oriented creative cities, the utilization of local potential is essential to ensure that policies and strategies are aligned with regional characteristics and needs. This alignment supports more effective implementation and contributes to achieving urban development goals. The objectives of the UNESCO Creative Cities Network (UCCN) provide a global framework for fostering sustainable urban and community development, in line with the United Nations Sustainable Development Goals (SDGs). This perspective is also consistent with Law No. 5 of 2017 on Cultural Advancement, which emphasizes the importance of strengthening cultural communities. In this context, culture and creativity are positioned as key pillars of sustainable urban development. Therefore, the active involvement of cultural and creative communities is crucial in both the planning and implementation of local development initiatives.

Furthermore, culture and tourism are closely interconnected. Culture not only shapes the identity and development of a region but also serves as a primary attraction for tourism activities. At the same time, tourism plays an important role in promoting and preserving cultural heritage. This reciprocal relationship contributes to increasing awareness of Indonesia's cultural richness while supporting economic growth. Elements such as traditional dances, historical sites, architectural heritage, and local customs represent valuable cultural assets that enhance the attractiveness of a destination (Sulistyowati, 2021).

1.8 The Vision of Makassar City in Promoting Creative City Development

City branding plays a crucial role in creative city development, as it shapes a city's identity and enhances its attractiveness. In the context of creative cities, city branding functions as a complementary strategy to strengthen innovation, competitiveness, and socio-economic development. The integration of branding strategies with creative city initiatives can

contribute to long-term urban sustainability while generating benefits for local communities.

In Makassar, city branding can be strengthened through the development of the MICE (Meetings, Incentives, Conventions, and Exhibitions) sector, particularly by leveraging local tourism potential. This approach aligns with the city government's strategy to position tourism and the creative economy as key drivers of development (Aswar, 2024). By enhancing its branding through MICE and tourism integration, Makassar aims to increase its attractiveness and competitiveness in both national and international markets.

Furthermore, the alignment between Makassar's vision of a *Sombero'* and smart city and its branding strategy reflects a strong commitment to developing a creative and sustainable urban environment. This integrated approach not only strengthens the city's competitive position but also supports inclusive development by delivering long-term benefits for both society and the environment. As such, Makassar has significant potential to advance as a leading model of a tourism-oriented creative city.

METHODS

This study employs a qualitative descriptive approach, conducted in a natural setting with the researcher acting as the primary instrument. Data collection follows an inductive process, focusing on understanding social phenomena and interpreting the perspectives, actions, and motivations of the subjects under study.

The research was conducted in Makassar City, the capital of South Sulawesi Province, which is recognized as a tourism and cultural hub in eastern Indonesia. The city has significant potential for the development of a tourism-oriented creative city, making it an appropriate context for this study.

This study relies on secondary data obtained from various sources, including government reports, statistical data, previous research, and publications from relevant institutions. These data sources provide comprehensive insights into tourism development and creative city initiatives in Makassar. The data were analyzed using



qualitative descriptive analysis, involving data reduction, data display, and conclusion drawing to identify patterns and relationships relevant to the research objectives. Researchers utilize the subsequent data analysis methodologies to collect data and information for this study:

1. Observation

Observation is employed as a data collection method, allowing researchers to directly engage with the research setting and examine the subject under study. This method involves systematic monitoring and documentation of relevant phenomena to gain contextual insights (Hasanah, n.d.).

2. Literature Study

Document analysis is used as a data collection technique, drawing on a range of relevant and recent publications. This approach aims to obtain secondary data from credible sources, such as books, official reports, policy documents, and related literature. The study utilizes archival records, government data, and online sources to provide comprehensive support for the analysis.

3. Data Analysis Techniques

a. Data Reduction

Data reduction is the process of selecting, simplifying, and focusing on relevant data while discarding unnecessary information. In this study, it is used to condense the collected data, highlight key findings, and ensure that the analysis remains aligned with the research objectives.

b. Data presentation

Following data selection and categorization, the next stage involves data display. This step aims to present the data in a structured and meaningful way, enabling a comprehensive understanding of key findings. The data are systematically organized to support analysis aligned with the research objectives.

c. Formulating conclusions

The final stage involves drawing and verifying conclusions based on the results of data reduction and data display. This process aims to interpret the findings by identifying patterns, relationships, similarities, and differences, thereby ensuring the validity of the analysis.

RESULTS AND DISCUSSION

Makassar offers a diverse range of tourist attractions, including 12 marine sites featuring pristine beaches and rich underwater ecosystems suitable for diving; 5 natural sites such as beaches, mangrove forests, and traditional fishing areas; 7 historical sites showcasing Dutch colonial architecture and collections of historical artefacts; and 3 cultural sites, including the Chinatown district as part of the city's old town. This diversity represents a key strength of the city's tourism sector, allowing visitors to explore multiple destinations without concentrating in a single location, thereby enhancing travel comfort and reducing overcrowding.

The city has implemented a well-distributed destination system, enabling visitors to experience maritime attractions, historical heritage, local cultural values, and modern entertainment across different areas. This approach not only improves visitor experience but also supports environmental sustainability and responsible tourism practices.

In addition, Makassar's strategic location, supported by well-developed air and maritime transportation networks, provides easy access to various regions in Indonesia. Sultan Hasanuddin International Airport serves as a major gateway to Eastern Indonesia, located approximately 20 kilometres from the city centre, while Soekarno-Hatta Port further strengthens connectivity. These advantages contribute to the city's attractiveness for both domestic and international tourists.



Gambar 1. Map of Makassar's Tourist Attractions

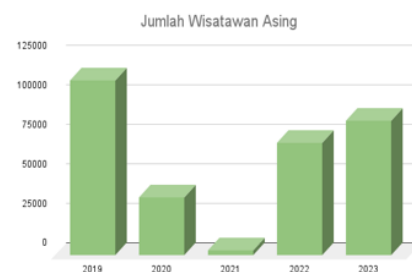
In 2023, Makassar City recorded a 27% increase in tourist arrivals, reaching 4,500,079 visitors—up by 963,550 from the previous year. The majority were domestic tourists, totalling 4,414,465, reflecting an increase of 949,324.



Grafik 1. Number of Domestic Tourists

Source: Dinas Pariwisata Kota Makassar, 2024

In 2023, international tourist arrivals in Makassar increased by 14,226, reaching a total of 85,614 compared to 2022.



Grafik 2. Number of International Tourists

Source: Dinas Pariwisata Kota Makassar, 2024

Table 2 presents the monthly distribution of domestic and international tourist arrivals in Makassar City in 2023.

Tabel 1. Comparison of the Number of Domestic and International Tourists



No	Bulan	Jumlah Wisatawan		Total
		Domestik	Asing	
1	Januari	348.759	6.566	355.325
2	Februari	320.196	7.281	327.477
3	Maret	359.066	7.743	366.809
4	April	351.957	4.013	355.970
5	Mei	398.736	7.197	405.933
6	Juni	395.605	7.261	402.866
7	Juli	423.722	4.467	428.189
8	Agustus	358.593	8.010	366.603
9	September	344.566	6.816	351.382
10	Oktober	369.761	8.361	378.122
11	November	370.200	8.801	379.001
12	Desember	373.304	9.098	382.402
Jumlah		4.414.465	85.614	4.500.079

Source: Dinas Pariwisata Kota Makassar, 2024

The table above presents the annual distribution of domestic and international tourist arrivals in Makassar City. Overall, domestic tourist arrivals show relatively stable fluctuations throughout the year without a significant upward or downward trend, while international tourist arrivals remain relatively consistent. The highest number of domestic tourists was recorded in July, reaching 423,722 visitors, which can be attributed to the school holiday period and major events such as the Makassar International Eight Festival & Forum (F8 Makassar) (MakassarKota, 23 Juli 2024).

F8 Makassar is a prominent cultural event organized by the city government, showcasing the richness of Indonesian art, culture, and cuisine. The festival encompasses various creative sectors, including culinary arts, fashion, fine arts, music, literature, film, folklore, and biodiversity. As one of the leading cultural festivals in Southeast Asia, F8 Makassar attracts significant attention from both domestic and international visitors, particularly those engaged in the creative industry.

The increase in tourist arrivals, both domestic and international, has contributed significantly to the local economy, particularly in terms of Gross Regional Domestic Product (GRDP). In this study, GRDP at constant prices is used to represent real economic growth, as it reflects changes in economic output without the influence of price fluctuations.



Grafik 3. Makassar City's GRDP 2019-2023

Source : Analisis Pribadi, 2024

The Central Statistics Agency (BPS) classifies 17 economic sectors, three of which are closely related to tourism development: accommodation and food and beverage (F&B), information and communication, and real estate. The accommodation and F&B sector plays a crucial role in ensuring visitor comfort, while the information and communication sector contributes significantly to tourism promotion through various media platforms, including print and digital channels. The real estate sector, particularly hotel development, is also essential in supporting the sustainability of the tourism industry (Yanto et al., 2024).

GRDP data for Makassar City indicate consistent growth in these key sectors. The accommodation and food service sector increased from Rp2,849,880 in 2019 to Rp3,138,850 in 2023. The information and communication sector experienced substantial growth, rising from Rp14,916,417 to Rp19,770,533 over the same period. Similarly, the real estate sector grew from Rp3,835,373 to Rp4,290,007. This sustained growth highlights the significant contribution of tourism and the creative economy as key drivers of regional economic development. The expansion of tourism activities has stimulated the development of hotels, restaurants, and other supporting services, while the increasing number of festivals and attractions has further strengthened these sectors.



Makassar's development vision, "Accelerating the Realisation of Makassar as a Sombere World City and a Smart City with Strong Urban Immunity for All," emphasizes economic resilience and sustainable growth. From a tourism perspective, GRDP serves as an important indicator in assessing this objective. The integration of the "Sombere" concept—reflecting hospitality and cultural values—with smart city initiatives enhances transparency, efficiency, and service quality. The application of technology in transportation systems, destination management, and digital promotion enables tourists to access information more easily and improves the overall travel experience.

Furthermore, the development of a tourism-oriented creative city supports Makassar's vision by fostering innovation in cultural and creative industries. With its rich cultural diversity and strategic location in Sulawesi, Makassar has strong potential to attract both domestic and international tourists. Synergy between the tourism and creative sectors creates new economic opportunities, enhances the quality of local products, and contributes to community welfare. Ultimately, this integrated approach strengthens Makassar's competitiveness as a sustainable and globally recognized urban destination.

CONCLUSION

This study effectively identified the prospects and constraints of developing Makassar as a tourism-oriented creative metropolis. Makassar, endowed with abundant natural resources, diverse culture, and a comprehensive tourism distribution strategy, possesses the potential to emerge as a significant tourism centre in Eastern Indonesia. The effective administration of the tourism sector, together with related industries such as lodging, telecommunications, and real estate, has significantly influenced the city's economic progress. The increasing influx of domestic and international tourists is seen in their contribution to Makassar's Gross Regional Domestic Product (GRDP).

Makassar's strategy, emphasising the

acceleration of growth as a "Sombere" and "Smart City" while enhancing urban resilience, is pivotal in optimising tourism's potential as a vital sector. The integration of technology and innovation in tourism management, together with its relationship to the creative economy, is anticipated to enhance the city's competitiveness and promote ecological sustainability. Makassar have the capacity to cultivate innovative enterprises that would enhance both the economy and the community through sectoral synergy. Makassar is poised to integrate tourism as a crucial element of its economic development. Makassar's aspiration to become a globally recognised creative tourism city can be actualized and enhanced through the implementation of effective strategies, provision of technological support, and emphasis on sustainability.

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